

JAMES CAGNEY

PAT O'BRIEN

GEORGE BRENT



THE

**FIGHTING
69TH**

JEFFREY LYNN · ALAN HALE
FRANK McHUGH · DENNIS MORGAN
DICK FORAN

Wm. Lundigan · Guinn "Big Boy" Williams
Henry O'Neill · John Litel

Directed by

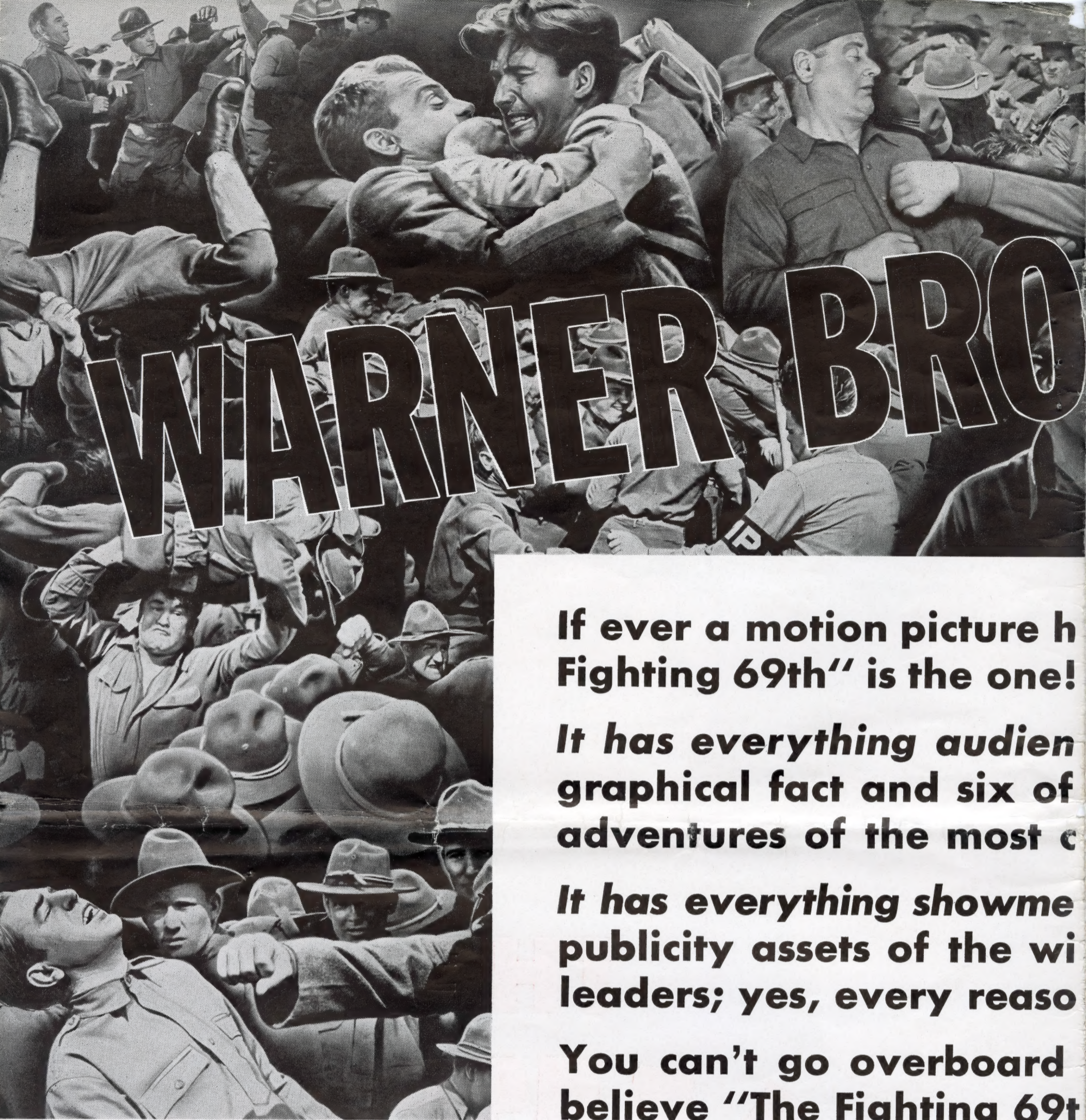
WILLIAM KEIGHLEY



Original Screen Play by Norman Reilly
Raine, Fred Niblo, Jr., and Dean Franklin

A WARNER BROS.

First National Picture



WARNER BROS

**If ever a motion picture has
"Fighting 69th" is the one!**

**It has everything audience
graphical fact and six of
adventures of the most c**

**It has everything showme
publicity assets of the wi
leaders; yes, every reaso**

**You can't go overboard
believe "The Fighting 69t**

"THE FIGHTING 69TH"

Ma YO

JACK L. WARNER
In Charge of Production
HAL B. WALLIS
Executive Producer



S. GREATEST!

ad what it takes to get box-office action, "The

ces want—terrific laughs, pathos, drama, bio-
the screen's favorite stars playing the real-life
celebrated heroes of the Rainbow Division.

n want — tremendous exploitation possibilities,
dest scope, opportunities to contact community
n for the biggest kind of civic celebrations!

on this attraction because we of Warner Bros.
h" is the great picture of the year!

ke it

UR GREATEST!

TERRIFIC ENTHUSIASM FROM RAINBOW DIVISIONS—69TH CHAPTERS AMERICAN LEGION POSTS—WOMEN'S AUXILIARIES! ALL STAND READY TO COOPERATE WITH YOU! CONTACT THE LEADERS FOR ACTION!

District of Columbia Chapter
Rainbow Division Veterans

Honorary President: Bernard V. Rhoads
Honorary Secretary: Walker H. Colston

President: Capt. John T. Prout, 1746 Cherokee Ave., Hollywood, Calif.
Dec. 7, 1939

Dear General:

A hurried line or so to say that President Witherite has asked me to reply to your letter to him, under date of Nov. 30, to the effect that this evening the "key" men of our Chapter met at his residence and favorably considered the contents of your communication.

We are ready, willing, and anxious to follow out the suggestions you mentioned for the night of Thursday, Jan. 25th. A committee was appointed by our President, as follows, to work with you and such local or other Warner representatives as may be so inclined in order to put on an honest-to-god RAINBOW dinner in keeping with the auspicious occasion.

Please keep me informed about the whole affair.

With kindest personal regards for your good self, I remain as ever, yours in and for the RAINBOW.

Bentley Milford
BENTLEY MILFORD

FIFTIETH ANNUAL REUNION, WASHINGTON, D. C.
 AUGUST 28-31, 1940

ARMY AND NAVY LEGION OF VALOR OF THE UNITED STATES OF AMERICA
 FOUNDED AS MEDAL OF HONOR LEGION APRIL 23, 1888

COMPANION LEON M. HANNA, D. S. C.
 NATIONAL COMMANDER
 8120 BEECHER AVE.
 CHICAGO, ILL.

COMPANION FRED KOCHLI, D. S. C.
 SENIOR VICE COMMANDER
 1208 K ST. N. W.
 WASHINGTON, D. C.

COMPANION RAYMOND V. NEELON, D. S. C.
 JUNIOR VICE COMMANDER
 7 BRIDLE ST.
 W. BEXBURY, MASS.

COMPANION REV. THOS. J. TAYLOR, D. S. C.
 CHAPLAIN
 1320 W. MARKET ST.
 AKRON, OHIO

COMPANION STERLING MORELOCK, C. M. H.
 CHIEF OF STAFF
 228 LEXINGTON AVE.
 ASPENWALL, PA.

COMPANION BEN. PRADER, D. S. C.
 NATIONAL ADJUTANT AND QUARTERMASTER
 314 COURT HOUSE
 PITTSBURGH, PA.

COMPANION MARLON C. WARD, D. S. C.
 SERVICE OFFICER
 843 HUNTER BLDG.
 WASHINGTON, D. C.

COMPANION G. M. SETLIFF, N. C.
 INSPECTOR GENERAL
 151 HAWLEND ST.
 WATERTOWN, MASS.

COMPANION HERMAN L. BUSH, D. S. C.
 JUDGE ADVOCATE GENERAL
 34 SCHOOL ST.
 BOSTON, MASS.

COMPANION HARRY H. HORTON, D. S. C.
 SURGEON
 309 E. THIRD ST.
 LANSING, MICHIGAN

COMPANION ROBERT G. WOODRIDE, D. S. C.
 CHAIRMAN OF EXECUTIVE COMMITTEE
 COURT HOUSE
 PITTSBURGH, PA.

Pittsburgh, Pa
December 15-1939

Cap't. John T. Prout
Hollywood, Calif.

Dear Captain:

The Legion of Valor of the U.S. is deeply interested in the Warner Brothers picture, "The Fighting 69th", due to the fact that much of the picture is around their fighting Chaplain the late Father Duffy, D.S.C. who was a member of our organization.

So if you will send us full particulars as to where the picture will be shown--Dates and names of Cities, etc or any other information we will be pleased to make this announcement in our publication.

Kindly note the names of our new officers on this letterhead.

Cordially yours,
Ben. Prager
National Adjutant

Ohio Rainbow Division Veterans Association
 An organization formed to perpetuate the Name, Deeds, Comradeship and Memories of the 42nd (Rainbow) Division

Marysville, Ohio,
December 18, 1939.

Upt. John T. Prout,
USA, Retired,
New York City.

Dear Captain:

It is a splendid idea to have group meetings over the nation. There will be meetings held in Ohio, and I will write an article in the coming issue of the Ohio Rainbow Reveille (which goes to every Rainbow veteran in the state) urging meetings be held and those who cannot attend meetings listen in at their homes.

We will be especially interested in Ohio as the Buckeye regiment of the Rainbow (the 166th Inf.) was brigaded with the "Old 69th," which we hold in highest esteem.

With best wishes for all success for "The Fighting 69th" and holiday greetings, I am

Sincerely yours,
Jack Henry

Cleveland Chapter
Ohio Rainbow Division Veterans Association
December 19, 1939

NATIONAL ASSOCIATION
Rainbow Division Veterans

December 16, 1939

Captain John T. Prout,
165th Infantry,
New York City, N. Y.

Dear Captain:

In reply to your very nice communication of December 14, bringing me the information about the picture to be released by Warner Brothers of "THE FIGHTING 69TH". It will be my pleasure to present your communication to the Mortimer H. Jordan Chapter, of Birmingham next Wednesday evening.

In my opinion they will be glad to cooperate in every way. I am also to have a conference with A. A. Holsemback, the State President next Tuesday and I will give the information also to him.

When you come through Birmingham it would be a pleasure to have a conference with you. Please let me know in advance the time in order that I may arrange my schedule.

Thanking you for your interest in the Rainbow and with warm personal regards, I am

Sincerely yours,
Henry C. Wood
Henry C. Wood, 1st Vice-President,
National Association
215 MONTGOMERY, ALABAMA

HCW/ms
TWENTY-SECOND ANNUAL REUNION, JULY 12, 13, 14, 1940

These letters and wires are exemplary of hundreds of messages which sound the call to theatre men to go to it!

Captain John T. Prout
165th Infantry
Old 69th Armory
New York City

Dear Captain Prout:

Received your letter of the 14th concerning the release of Warner Brothers picture "THE FIGHTING 69TH." We have for some time been anxiously awaiting this picture and are pleased to learn of its early release.

We wish to congratulate those men of the old 69th directly responsible for their efforts and Warner Brothers for their interest in producing this picture in order that the memory of the Rainbow Division may be perpetuated.

A notice will be dispatched to our membership in the next day or so advising them of those proceedings and it is hoped that some will be able to make the trip to New York City and personally hear the principal speakers.

When this picture comes to Cleveland you may rest assured that all of the men of the Rainbow Division in this area will do everything within their power to make it a success.

Until we hear further from you please consider the Cleveland Chapter at your service.

Yours in the Rainbow,
John H. Bahl
John H. Bahl, President

Rainbow Division Veterans

ORLANDO FLORIDA

Address Reply to
County Agent's Office
Court House
Orlando, Florida

John T. Prout
Captain, 165th Infantry
Old 69th,
Armory,
New York City

Dear Comrade:

Your exciting letter just received, and as hastening to reply so that you may start your wheels rolling AT ONCE. If we can get the amount and the type of co-operation that you describe I am sure that we can make an outstanding occasion of this affair.

For your further information, our chapter is holding a special meeting at the mid-winter conference of the American Legion in Ocala, Florida the 28th of January. At that time we expect to locate more members, and with such publicity as the Rainbow will be receiving at that time I feel that all chapters will get immediate response to any attempted membership drive. Don't you?

Thanking you for giving us this opportunity to know about this nation-wide program, (and I believe that we shall have the banquet) and assuring you that we shall certainly celebrate with you over WBC or whatever it is, I remain

Sincerely yours in everything Rainbow,
Bernard Sullivan
Bernard Sullivan, President
MEET US AT TWENTY-SECOND ANNUAL REUNION, JULY 12, 13, 14--MONTGOMERY, ALABAMA

Ohio Rainbow Division Veterans Association
 An organization formed to perpetuate the Name, Deeds, Comradeship and Memories of the 42nd (Rainbow) Division

December 29
1939

Stov-Clev
Tallmadge

Captain John T. Prout, Retired
165th Infantry
The Old 69th, Armory
New York, N. Y.

Dear Comrade:

I want to acknowledge receipt of your letter of December 14 and express my very great appreciation of the fact that "The Fighting 69th" film is made and is to be released.

I feel quite certain that the showing of this film will be a very big thing for the Rainbow Organization of the United States, both from a publicity angle and also by making a lot of lukewarm ex-members of the division Rainbow-conscious, with the resultant effect of their joining some Rainbow organization.

For this reason, I do not think there is too much that any established Rainbow organization in the United States can do towards fostering the showing of this film in their city and doing anything else that will aid in making this film a very great success. I am sure that you will receive nation-wide cooperation.

As indicated in the fore part of this letter, I appreciate your writing me and wish to assure you of my entire cooperation. The various Chapters in the state of Ohio will be advised of the organization's approval of this program, as outlined in your letter of December 14, through the next issue of the Ohio Rainbow Reveille and if there is anything further I can do that will be of help to you, please do not hesitate to let me know.

Sincerely yours,
Walter F. Powers
Walter F. Powers
President
OHIO RAINBOW
DIVISION VETERANS ASSOCIATION

Postal Telegraph
 Mackay Radio
 Commercial Cables
 All America Cables
 Canadian Radio Telegraphs

N71 45 DL=MOBILE ALA 1225P DEC 27 1939
CAPTAIN JOHN T PROUT=
165 INFANTRY ARMORY NYC (LEX AVE & 25)=

RELET DECEMBER 14 JOHN W. CARROLL CHAPTER WILL HOLD DINNER HERE
JANUARY 24 REUNITING FORMER MEMBERS OF RAINBOW DIVISION STOP
ADVISE FULLY YOUR PLAN AS ALL HELP YOU CAN GIVE WILL BE NEEDED
STOP EXPECT TO MAKE THIS OUTSTANDING AFFAIR PUBLIC OFFICIALS WILL
BE INVITED=
FRANK BUNKLEY PRESIDENT MOBILE CHAPTER R. D. V. 205P

WILBER M. BRUCKER
PENOBSCOT BUILDING
DETROIT

December 9, 1939

Mr. John T. Prout
1746 Cherokee Avenue
Hollywood, California

Dear Captain Prout

Mr. Samuel L. Miller, President of the Michigan State Chapter with reference to the picture soon to be released by Warner Brothers entitled "The Fighting 69th".

I have called a meeting of my Committee which was held this noon and we read with interest the contents of your letter and also a subject.

All of the members of our Committee are enthusiastic about the fact that there is a picture depicting one of the Infantry Regiments of our old Rainbow Division. As you may know, there are two U.S.C. members and about 100 more with whom we are in touch in Detroit, and about 100 more out-State. We hold a meeting next Tuesday evening of the Michigan Chapter at which time we will make our first report.

Awaiting further word from you and with kindest regards from all Rainbowners here in Detroit, I remain, Sincerely yours,
WMB E
Wilbur M. Brucker

NEVER SUCH TREMENDOUS NATIONAL INTEREST... NEVER SUCH

HERE'S THE COMPLETE STRUCTURE OF YOUR CAMPAIGN

Your date set, make your showing a great civic event!

★ ★ ★ ★

Contact every patriotic and civic organization in your locality—American Legion Posts, Rainbow Division, 69th Chapters, Women's Auxiliaries and other groups!

★ ★ ★ ★

Preceding your opening, arrange for a "Fighting 69th" get-together or dinner. This to be widely publicized in the papers and over the radio!

★ ★ ★ ★

Another way to build up interest for your showing is to have Kiwanis, Rotary or other local service clubs, dedicate luncheons in honor of "The Fighting 69th."

★ ★ ★ ★

After your opening, your next promotion should be a "Fighting 69th" Ball. Proceeds may be appropriated to the charitable work of the sponsoring committee!

★ ★ ★ ★

An important part of your program should be the dedication of this picture, by the unveiling of a tablet in the lobby of your theatre. A blow-up or reproduction of the back cover of this press book may be used for that purpose!

★ ★ ★ ★

Get busy with an advance mailing and radio campaign. Copy for letters to patriotic groups and women's organizations appear on page nine. The same copy can be adapted for short radio talks.

★ ★ ★ ★

Literary groups, will be interested in this picture because Joyce Kilmer, the famous poet and writer is faithfully portrayed by Jeffrey Lynn. This should also interest school authorities and lead to getting extra after school patronage.

★ ★ ★ ★

And don't forget, everybody loves a parade. For this show local Boy Scouts, American Legion Post Band, Veterans' Associations, and raise a real hullabaloo through town to your theatre on the night of your opening!

★ ★ ★ ★

With everything you do to sell and exploit this picture, be sure to stress its entertainment qualities. "The Fighting 69th" brings to the screen the story of history's heroes and their dramatic adventures and hilarious escapades which brought them fame and glory. It's a great entertainment to be enjoyed by men, women and children—a screen attraction to set this whole cockeyed world laughing again!

AN OPPORTUNITY TO STAGE YOUR GREATEST EXPLOITATION!

WHEREVER THERE'S A STANDARD SERVICE STATION, THERE'S A GREAT TIE-UP FOR YOUR SHOWING!

(In the Following States: Illinois, Wisconsin, Missouri, Minnesota, Indiana, N. Dakota, S. Dakota, Colorado, Montana and Wyoming).

want two thrills?
WELL HERE THEY ARE! BOTH GREAT PERFORMANCES!

**JAMES CAGNEY Stars in
New Warner Bros. Epic
"THE FIGHTING 69th"**
Brave men in grim action against a tragic back-
ground of futile WAR. Watch for news of the open-
ing of "The Fighting 69th" at your local theater.
FREE A handsome, autographed print of dynamic
James Cagney (while they last). Ask any
Standard Oil Dealer.
AT THEATRES SOON

this winter's
RED CROWN
saves 3 ways
Quick Starting! High Anti-knock!
Long Mileage!

AT STANDARD OIL DEALERS' NOW

STANDARD SERVICE

Your money's worth!
A fine gasoline in every
price class:
Solite (premium quality)
Red Crown (regular)
Stanolind (low-priced)
Enjoy a National Credit
Card! Apply to any Stand-
ard Oil Dealer.

Big space ads featuring James Cagney with a prominent plug for
as illustrated above will run in 360 newspapers
in cities of 10,000 and over, reaching a circulation of over 11,500,000!

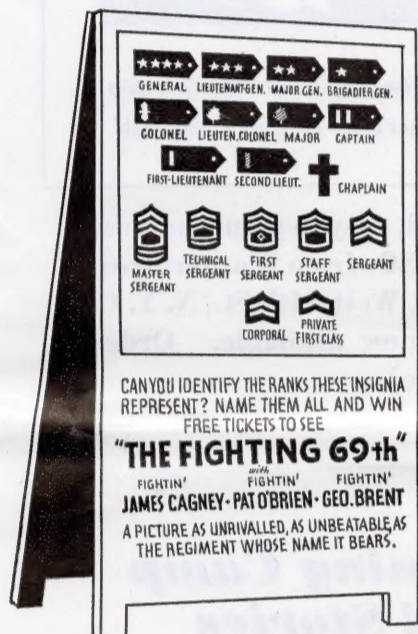
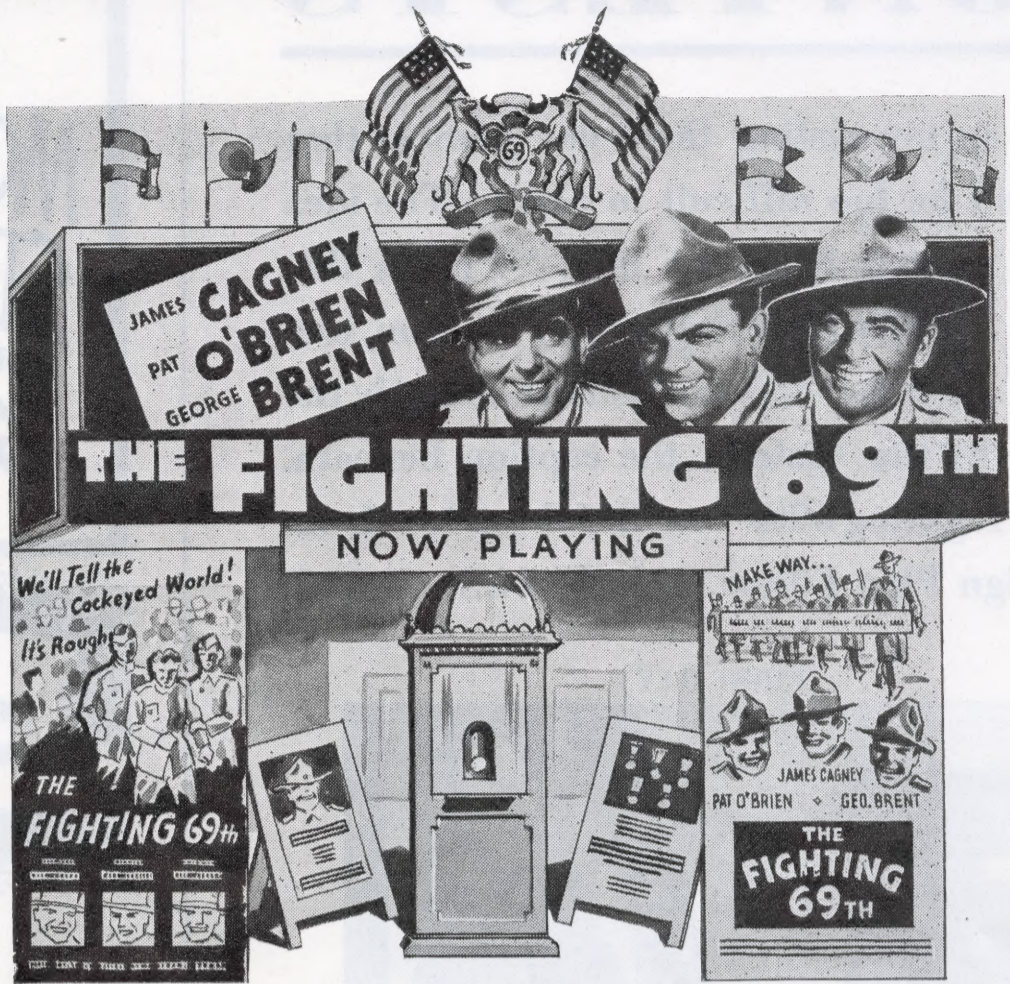
500,000 fan fotos will be distributed by Standard Oil dealers. Con-
tact your local dealers to add your imprint and to arrange mutual
promotions with "69th" displays around your local Standard station.

Put this tie-up to work for your showing now!

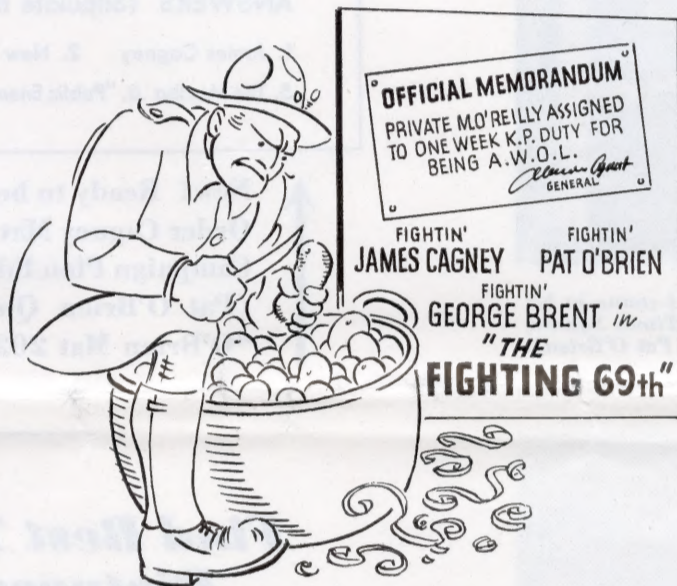
PLAY IT UP BIG IN AND AROUND YOUR THEATRE!

USE 24-SHEET AND ADS TO DRESS UP YOUR FRONT

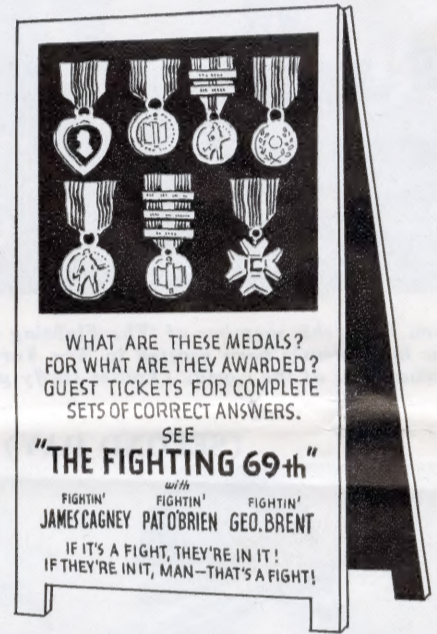
Start it off big by dressing up your front along the lines suggested in the illustration at right. Starting with the marquee, the insignia at top is the authentic 69th seal and can be reproduced as shown with flags on either side. Regimental banners can be borrowed from local armories, etc. The three names, title and star heads on marquee front are taken right off the 24-sheet, cut out and mounted. The panels on both sides are blow-ups from the ads (see inserted ad section), the figures in some of which making excellent cutouts.



LOBBY CONTEST to identify officers' uniform insignia. Identifications are shown for your use.



LOBBY STUNT that speaks for itself. Variation would be a potato peeling contest in your lobby with men and women competing. Novelty good for breaks.



SECOND LOBBY CONTEST to name medals. Contact local service group to borrow medals.



LET THE IRISH KNOW

Make sure all the Irish in your neighborhood know you are playing this picture about "the grandest bunch of Fightin' Irish in the whole cock-eyed world." Posting heavily in Irish communities, distributing heralds at Irish dances and affairs, ads and publicity in Irish publications, etc. will do the trick.

CONTEST QUESTIONS

Questions for newspaper quiz or mount them on large card for show window.

SEE THE GREATEST BUNCH OF FIGHTIN' IRISH IN THE COCK-EYED WORLD—AND SEE THEM FREE!

Write your answers to the following questions on a post card and mail at once to Manager Lee of the Sheridan Theatre. The first TEN correct lists of answers received will be awarded a pair of free tickets to "THE FIGHTING 69TH." Get them off tonight!

1. Who was John L. Sullivan?
2. Who is George M. Cohan?
3. Who was Tom Moore?
4. Who was Francis P. Duffy?
5. Who was Joyce Kilmer?
6. Who was Michael Collins?
7. Who was St. Patrick?
8. Who is James Cagney?

ANSWERS: 1. Heavyweight champion. 2. Broadway playwright and star. 3. Irish song writer. 4. Chaplain of "The Fighting 69th." 5. Soldier poet. 6. Irish patriot. 7. Patron Saint of Ireland. 8. Screen star in 'The Fighting 69th.'

'IRISH NIGHT'

How about an "Irish Night" at your theatre during your run of the picture? The Irish are famed for their story telling and their jokes in which a Mike and a Pat figure; their dances and songs. Audience or board of prominent Irish judge contestants. Announce contest in your newspaper ads, theatre front, displays and programs.

IRISH LUCK CONTEST

"T'is the luck of the Irish" is a well-known line and your cue for a daily newspaper feature with the sons of Erin submitting accounts of the luckiest incidents in their lives. Title the feature: "Luck-of-the-Irish." Award guest tickets to daily winners. Use all entries for display in your lobby with picture stills.

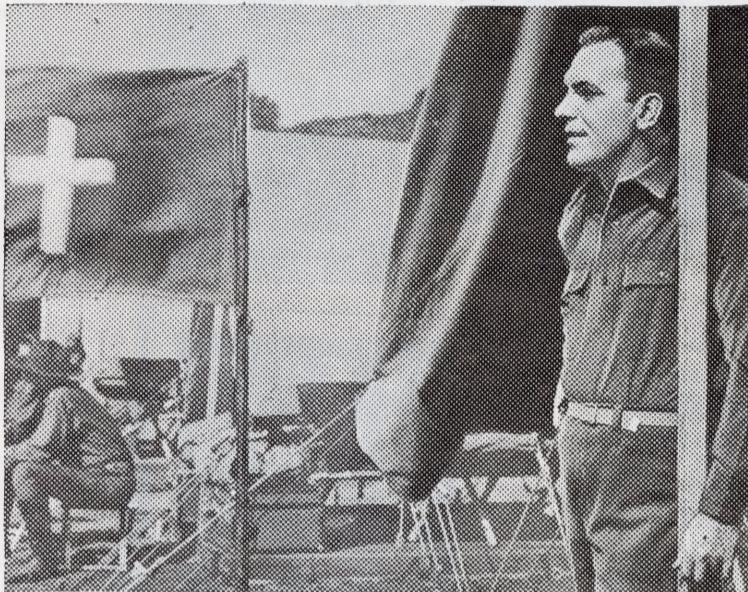
IRISH VETS SEE FILM

Get to the Irish war veterans to see the picture. Cue your appeal with the line: "See the grandest bunch of Fightin' Irish in the whole cock-eyed world." Local American Legion headquarters can help.

CONTESTS

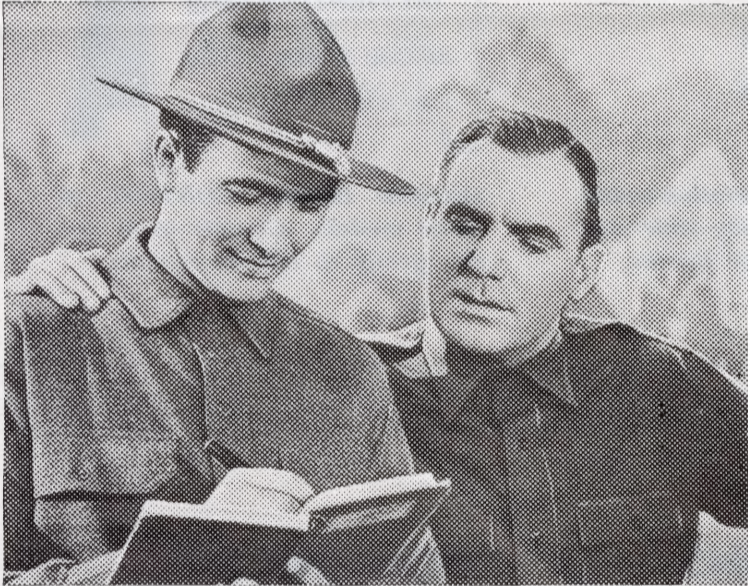
Here's an interesting three-day contest that shouldn't be too difficult to plant. The idea of the contest is in the line, "Who is this soldier of 'The Fighting 69th'?" Run one picture each day and contestants identify the soldier by the hints in the caption beneath. Order "Fighting 69th" mat 201B—30c—from Campaign Plan Editor, 321 W. 44 St., N. Y. C.

(FIRST DAY)



Do you know this member of 'The Fighting 69th'? A statue in his honor has recently been erected in New York City's Times Square, the crossroads of the world. (Father Duffy played by Pat O'Brien).

(SECOND DAY)

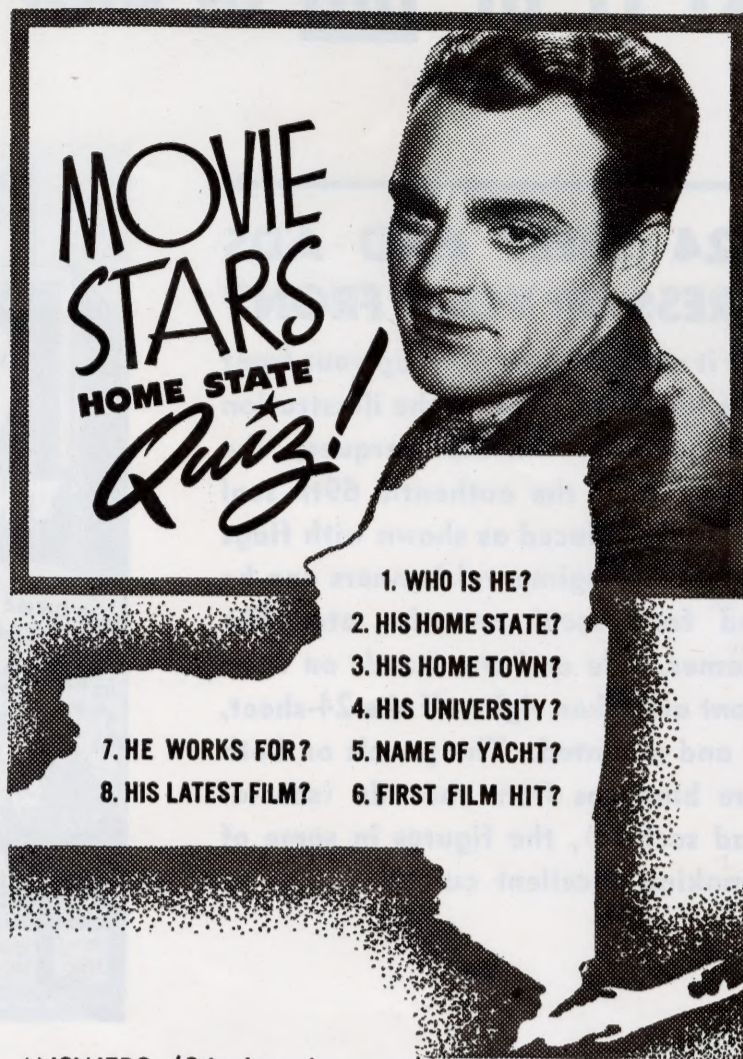


Can you tell who this member of 'The Fighting 69th' is? Here's your hint: he was a famous poet, his most renowned work being a poem that was later set to music. (Joyce Kilmer played by Jeffrey Lynn).

(THIRD DAY)



This member of 'The Fighting 69th' was its commander. He had then and still has now, a colorful nickname. A few years ago he ran for governor of New York but was not elected. Who is he? ("Wild Bill" Donovan played by George Brent).



1. WHO IS HE?
2. HIS HOME STATE?
3. HIS HOME TOWN?
4. HIS UNIVERSITY?
5. NAME OF YACHT?
6. FIRST FILM HIT?
7. HE WORKS FOR?
8. HIS LATEST FILM?

ANSWERS (Stipulate the page)

1. James Cagney 2. New York 3. New York City 4. Columbia
5. The Martha 6. "Public Enemy" 7. Warner Bros. 8. "The Fighting 69th"

New! Ready to be released, easy-to-plant quizzes! Order Cagney Mat 203B—30c from Warner Bros. Campaign Plan Editor, 321 West 44th St., N. Y. C. (Pat O'Brien Quiz also now available. Order "O'Brien Mat 202B"—30c)

Find Best Training Camp Pictures and Stories

Send out a call via newspaper advertising, lobby boards and screen slides for doughboy and training camp pictures and stories. Almost anybody who was in the army has several pictures of horseplay, of buddies, etc., all of which hold plenty of interest for others.

Make it a contest with the best pictures and best stories getting prizes. Winners are published in newspaper while all are displayed prominently in lobby or department store window. See local Legion post about sponsoring such a contest.

Quiz—What Do These 10 Army Abbreviations Mean?

Use this list of army abbreviations for identification contest. Print on back of picture herald with guest tickets going to first twenty-five sets of correct answers submitted.

- | | |
|--------------------------------------|---|
| G. H. Q.—General headquarters | A. E. F.—American Expeditionary Force |
| D. S. C.—Distinguished Service Cross | Q. M.—Quartermaster |
| C. O.—Commanding officer | K. P.—Kitchen Police |
| M. P.—Military Police | A. W. O. L.—Away without official leave |
| O. D.—Officer-of-the-day | A. D. C.—Aide-de-camp |

Doughboys Identify Selves In Old Camp Pix

A few years ago a New York newspaper ran a successful contest in honor of the visiting Legionnaires. Every day for a few weeks the paper ran a picture of some doughboy unit in training camp. One of the heads was circled. If the person whose head was circled came into the newspaper office and identified himself, he received a prize. Work similar gag locally by contacting officials at nearest army post or American Legion headquarters for such pictures.

'69th' HAS ALL YOU WANT FOR BALLYHOO!



Group of men dressed in soldier uniforms ride through streets in dilapidated car. Supposedly on leave and out for good time, they shout, sing and raise general commotion.

Woman Crashes 'Men Only' Opening

After manner of big New York dinner and preview showing, run "Gentlemen Only" screening for local veterans, Legion heads, etc. As twist to get additional breaks have woman dressed in tuxedo attempt to crash screening. Tip off newspaper in advance to get coverage.

Honor Local 69'er

Might be able to find an obscure citizen in town, who was a member of the 69th New York. Make stunt sort of modified Lady For A Day gag with ex-69er feted on day of opening.

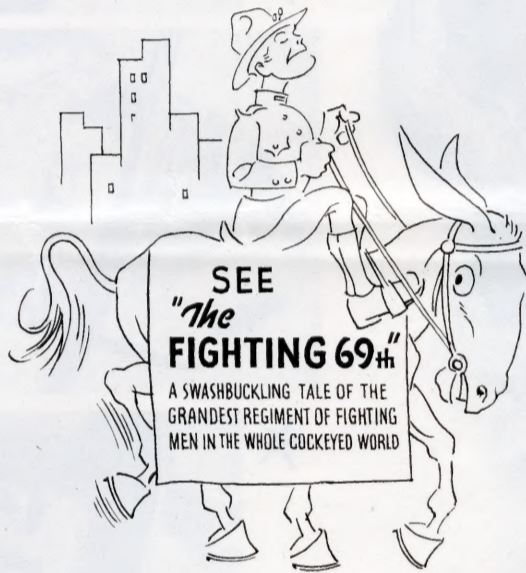
Vets Donate Tree

Local Legion chapter might donate a tree to city in honor of Joyce Kilmer, author of "Trees" and famous member of the "Fighting 69th" regiment. Usual fanfare—speeches, dedication placque, etc.—attends ceremonies.

Plugging Soldiers Oath

Use soldiers oath of allegiance on lobby displays or placque.

"I, (name), do solemnly swear that I will bear true faith and allegiance to the United States of America and that I will serve them honestly and faithfully against all their enemies whomsoever and that I will obey the orders of the President of the United States and of the officers appointed over me according to the Rules and Articles of War, so help me God."



"Soldier" in misfit uniform tours town on army mule, doing comic routine in saddle.

USING SPECIAL STAR DRAWINGS

Scene mats 102, 103 and 104 shown on page 15, of special drawings of James Cagney, Pat O'Brien and George Brent can be used: 1. For your lobby. Blow up and mount and use for display. 2. For drawing contest. Tie up with drawing classes or school children for best original sketches of stars, using these as models. 3. For lobby stunt. Artist does sketches of each.

PAPER BAG IMPRINT

Ad mat 402 gives you a swell line for a paper bag imprint: "Pack up your troubles in your old kit bag and . . . SMILE! . . . LAUGH! . . . HOWL!"

Ex-Privates Put On 'Beer and Skittles' Fete

If you are planning fancy preview party with officers of Legion post, mayor, etc., an additional stunt would be to get all ex-privates of local regiment, good-naturedly snubbed, to put on their own "Beer and Skittles" party at the armory on the same night as your preview.

Post Honors Pic Stars

Get local Rainbow Division chapter or veteran post to wire Cagney, O'Brien or Brent, or all of them, announcing their appointment as honorary post members.

Five Reminders

. . . and not forgetting bugle and drum corps contest, army drills in front of your theatre, signalling demonstrations, papier mache cannon on marquee and flag raising and lowering exercises at theatre.

DIRECT MAIL COPY FOR MILITARY AND WOMEN'S GROUPS

Direct mail set up the premiere showing of 'The Fighting 69th', letters going out to Rainbow Division heads, youth leaders, Irish-American clubs and American Legion heads. Set up your own showing with letter copy suggested below. (Eliminate paragraph three when writing to non-military groups).

Dear Patron:

The . . . Theatre management is happy to announce that 'THE FIGHTING 69TH', starring James Cagney, Pat O'Brien and George Brent, will make its long-awaited local debut on . . .

The film is a rollicking picturization of the adventures of the boys of the 69th New York—both in training camp and overseas. You'll howl at their escapades as a bunch of green rookies and thrill at their exploits as one of Uncle Sam's most daring regiments under fire.

To those of you who went overseas in '18, to those millions who served and fought in the fighting forces of the United States, 'THE FIGHTING 69TH' will serve as a tribute and reminder, and will bring back all the laughs and tears of those trying days.

A scrappy gang of soldiers who wouldn't miss a fight for love or money, the characters of 'THE FIGHTING 69TH', New York's almost all-Irish unit, are played by filmdom's ace actors including James Cagney, Pat O'Brien, George Brent, Jeffrey Lynn, Alan Hale, Frank McHugh, 'Big Boy' Williams, Dick Foran and hundreds of others.

Roll these riot-raisers all together and you have a real moving picture, full of the action, human interest and adventures that make for tops in screen entertainment. I hope you will avail yourself of the opportunity to see this really great picture.

Sincerely yours,

Manager, Strand Theatre

Following letter copy is suggested for use in selling all women's groups, general patron lists, and especially for contacting women's auxiliaries, bridge and literary clubs:

Dear Madam:

Come see 'THE FIGHTING 69TH' at the Strand Theatre!

If ever a movie moved, this is the one! There've been exciting films before—but not this kind of excitement. You've laughed loudly and long in the theatre before, but never louder and longer than this time. And there will be a teardrop too . . . but the kind of tears that bring cheers when it's over!

Come see 'THE FIGHTING 69TH' and see grand screen stars like JIMMY CAGNEY and PAT O'BRIEN and GEORGE BRENT give to their parts from their hearts; for of all the roles they've portrayed, of these they'll be the proudest ever!

Come see 'THE FIGHTING 69TH' because 'The Fighting 69th' brings you history's heroes—the story of the glory, which, once seen, no girl can help but cherish!

Sincerely yours,
Manager, Strand Theatre

ON NEXT PAGE . . . Seven-column Sunday Feature. If you can't plant it in local paper, print up as two or four-page broadside with reverse side imprinted by co-op ad or with your own.



THE FIGHTING 69TH

The Kind of Cockeyed Merry-men
 You Love.... and Envy. Men
 Whose Glorious Records Are
 Tops in History's Pages!

By HARRY LEE

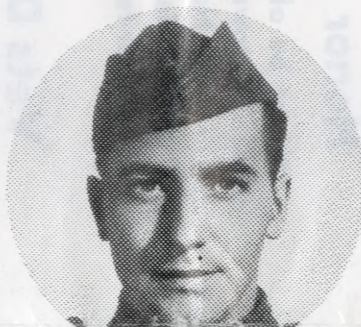
THE patriotic organization which became known as 'The Fighting 69th' may be said to have begun in 1786, when Company A and Company B became part of the 3rd Infantry Regiment commanded by the brilliant and erratic, Aaron Burr. This aggregation saw honorable service in the war of 1812 and in 1858 was made part of the 69th New York, which had been formed seven years before, by the consolidation of a number of separate companies in New York City. Such was the uninspiring origin of a regiment which today is known to all by its tradition of glory and valor.

The 'Old 69th' was in the service of the Union continuously through the four years of the Civil War as part of Meagher's Irish Brigade and Corcoran's Legion. It fought at Fair Oaks, Antietam, Fredericksburg, Gettysburg and many other noted battles and suffered the loss of over a thousand men.

In the battlefield of Gettysburg a twenty-foot Celtic Cross bears silent witness to the



Father Duffy (Pat O'Brien)—Private Plunkett (James Cagney)—'Wild Bill' Donovan (George Brent)



mer two weeks to intensive training in the field. They wear the uniforms of the United States Army and receive a small wage for the weekly night of drill. During the two weeks of encampment, officers and men receive the regular army pay of their rank. Officers, and men aspiring to be officers, study military courses by means of correspondence in the hope of passing examinations which will

scribed by Father Duffy as "a fine, manly, upstanding young Irishman devoted to high ideals, practical and efficient withal."

Many of the present day officers of the 165th infantry of a new generation, too young to have fought with the colors in France, have roots deep in the 69th's traditions. Captain John T. Prout, for example, commander of the Howitzer Company, was only eight years old in 1918, but his father, a native of Tipperary, was a captain in the regiment and served through the Ourcq and other battles, later being promoted to major in another division.

Captain Prout was chosen by Warner Bros. to act as technical adviser in their brilliant motion picture "The Fighting 69th."

Prout was but one of several technical assistants on the job daily to make sure that everything was done in regulation style. Aiding with the military angles were two other men, Corporal Mark White, not only with this company during the war but with the Sixty-ninth all during the Mexican Border campaign, and Sergt. Carl Voss, ex-officio "Commander of the Hollywood Army."

Voss, six-foot plus 200-ponder, with a voice like a fog horn, is one of the most familiar figures in Hollywood when war pictures are being made. "The Fighting 69th" is the 229th film of that sort for which he has organized

crew stood ready, the cameras turned, Keighley fired a signal shot from a pistol and the war was on.

While all this was going on—it took two days to film the action scenes in the "break away" set — studio technicians were building a city of army tents at Warners Providencia Ranch, just across the wide bed of the shallow Los Angeles River from the Burbank studio. It was a replica, exact according to publicity reports, down to the last tent peg, of Camp Mill, as it was first built near Mineola, Long Island, in October, 1917. There the old New York Sixty-ninth was mobilized and brought up to war strength as the 165th regulars and there the Rainbow Division itself was formed by men from 27 states and the District of Columbia. Thence its name: a band of many colors.

James Cagney plays the role of the unmanageable Private Jerry Plunkett; Pat O'Brien is Father Duffy; and George Brent 'Wild Bill' Donovan. Jeffrey Lynn portrays the heroic soldier-poet, Joyce Kilmer; Frank McHugh is 'Crepe-Hanger' Burke, the man who is happy only when he's sad; Dick Foran is 'Long John' Wynn, Romeo of the barracks; Alan Hale is 'Big Mike,' Uncle Sam's one-man army; Dennis Morgan is 'Silent' Oliver Ames, whose fists do his talking and Big Boy Williams is Paddy Dolan, who'd rather fight than eat, and likes to eat.

"The Fighting 69th" is more than the story of a famous

bears silent witness to the bravery of those who gave 'the last full measure of devotion' that the Nation might live.

The Regiment again saw service in the short-lived Spanish-American War and in 1916 it served on the Mexican Border.

The World War

The Regiment came back from Texas numbering less than one thousand. When war was declared against Germany it was necessary to obtain recruits and build the unit up to wartime strength of two thousand and two.

"This was an easy matter," says Irving A. J. Lawres in *St. Anthony Messenger*, "for the Irish County Societies and Catholic athletic clubs sent many promising recruits to the armory at Lexington Avenue and 34th Street, New York City. Of the two thousand and two enrolled at least ninety-five percent were Irish by race or creed." Yet the regiment was one hundred percent American in the best sense of the word. It was still the fighting, friendly, furious, funny, fearless regiment set on 'saving the world for democracy.'

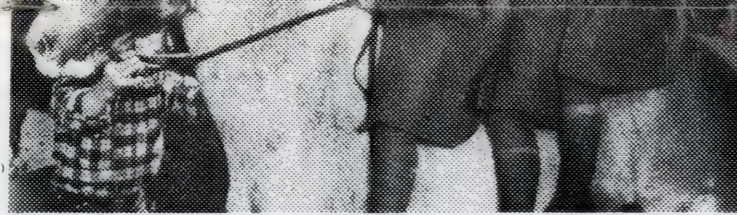
The Rainbow Division

The word was going around that the American regiments were to be increased to thirty-six hundred, and the live-wire 69th applied for permission to create a waiting list but this application was denied, although the officers at the armory were turning away hundreds of applicants a day, so high ran the war fever.

In due time it was announced that one of the first units to be sent overseas was to be the 42nd Division—called the Rainbow Division—because it was to be made up of men from many States. New York was represented by the 69th, which was taken into the Division intact as the 165th Infantry.

Its numbers, however, were increased to thirty-six hundred as originally rumored, and this was accomplished by transferring men from five other New York Regiments. The newcomers were given the royalest of royal Irish welcomes, the band played 'Garry Owen' and from then on they were men of the Rainbow Division, and nobody asked whether a soldier originally enlisted in the Fighting 69th or in one of the brother regiments.

In October, 1917, they waved good bye to the 'girls they left behind them' and singing 'Over



Three Buddies on a Burro, Somewhere in France: Played by Sammy Cohen, Tom Dugan and Frank McHugh

There,' sailed past the Statue of Liberty for foreign shores and their baptism of fire.

Into The Mouth of Hell

"Though the 69th New York, renamed the 165th Infantry," says Mr. Lawres, "when it was mustered into the army in 1917, was already one of the most famous regiments in the world, its officers had never been scions of wealthy families, and its men had been recruited from the sidewalks of New York. It was one of the *fightingest* regiments, however, that ever went forth to battle, which, after all, is what regiments are for!"

On February 16th, 1918 the 69th was on the way to Lorraine, Luneville and the trenches. The Rainbow was the first American division to take over a divisional French sector of its own. The division occupied the eight-mile sector with some elements of its command for 110 days. Then followed trench warfare, gas—poor Company K—and 'Rouge Bouquet' the incident celebrated by Joyce Kilmer's immortal poem.

But worse battles were ahead—Aisne-Marne, St. Mihiel, and Meuse-Argonne. Those names are known even to those who are too young to remember, but they can have real meaning only to those who were there.

It would be futile to attempt to describe the horror of it or to recite feats of individual bravery. These individual feats are recounted with great compassion by the late beloved chaplain, Father Francis P. Duffy in his book, "Father Duffy's Story." The soldiers themselves never talked about it on their return; we can only imagine in an inadequate sort of way.

Statistics tell no story of heroism. They recite only facts: 644 of the 69th killed and 2857 wounded. They say nothing of the sufferings of after years, of arms and eyes gone, of jobs lost, of sad-faced mothers and young girls widowed. They say nothing of pity and terror.

After the armistice the 165th Infantry went to Remagen, Ger-

many, as part of the Army of Occupation. Then in 1919 it came home.

There was a magnificent parade up Fifth Avenue while bands played and hundreds of thousands cheered New York's Own. But some of the milling thousands wept happily, for there was Tim, as well as ever; the same old Tim; and some choked back tears because a 'gallant six hundred' were not in the line and never again would parade on the pavement, would never again stroll up that famous Avenue of a spring evening.

Soldiers of Peace

We all want peace, even our soldiers. Speaking to one of the young captains in the armory, I remarked that in the event of war he would probably be made a colonel. "I'd be a civilian," he replied.

If a war really did come, you could not keep that captain out of it. His remark merely meant that soldiers do not like war even though it is their business to prepare for it. But a nation must be prepared to defend itself, not because war is expected next year or even the next, but because a helpless country may suffer many injustices at the hands of the other nations, which would not dare step on the toes of a country that was adequately armed. A nation can never be certain that at some time in the future it will not be dragged into battle. An effective defense cannot then be created spontaneously out of thin air. It requires time and preparation. We would be helpless against any one of the great foreign military machines unless we had some means of organizing a defense with reasonable speed.

As President Roosevelt told Congress:

"The world has grown so small and weapons of attack so swift that no nation can be safe in its will to peace so long as any other single powerful nation refuses to settle its grievances at the council table. For if any government bristling with

Joyce Kilmer, 'Soldier-Poet,' Played by Jeffrey Lynn

implements of war insists on policies of force, weapons of defense give the only safety. We have learned that survival cannot be guaranteed by arming after the attack begins, for there is new speed and range to offense."

The young men in the 69th, under the eyes of experienced officers, are learning these essentials of war. It's a hobby with them. The armory is something of a club where they can pass an evening in pleasant association. Let us hope that they will never need to put their knowledge to practical use. Let us pray that there will never be a Luneville sector, a Rouge Bouquet, or an Ourcq River for them.

Unknown to the majority of citizens members of the 69th devote one night a week to drill in the armory and in the sum-



Bronze Statue of Father Duffy at Times Square in New York

mer led to promotion. Clubrooms are provided in the armory, which are helpful in promoting *esprit de corps*. On specified occasions public reviews are held in the armory to which friends and noted military celebrities are invited. After the formal manoeuvres are completed, a reception is held by the officers for guests of honor and visitors.

One of the sights of New York is the parade of the Fighting 69th up Fifth Avenue every St. Patrick's Day. When the survivors of the 165th Regiment marched in triumph up Fifth Avenue at the end of the World War it was headed by Colonel W. J. Donovan (Congressional Medal of Honor, Distinguished Service Cross with Palm, French Legion of Honor Croix de Guerre, and Italian Crocia di Guerra.) Donovan called 'Wild Bill' for no particular reason anyone could determine, served as a major, lieutenant-colonel and finally as colonel throughout the World War. Always in the thick of the fighting, he was wounded in action as were a great many other officers of the 69th.

With him marched 'the Padre', the late beloved Father Francis P. Duffy, chaplain of the Rainbow Division—the man in whose memory people all over the country have erected a bronze portrait-statue at the upper end of Times Square in his own New York City. With them was Alexander E. Anderson, who came back from the war second in command to Colonel Donovan, and several years later was made colonel of the regiment. He has now been promoted to brigadier-general, but the 165th is part of his brigade, and he still retains an active interest in his old fighting unit.

Missing, however, was Joyce Kilmer, soldier-poet of the 69th who had been killed in a raid.

The 69th Today

The present colonel of the Fighting 69th is John J. Mangano, who served with the regiment on the Border in 1916 with Anderson, Meany, Duffy and the other veterans. He went overseas as captain and regimental supply officer, became a major and served 'for the duration.' Second in command is Lieutenant-Colonel Martin H. Meany of County Clare, who is Deputy Police Commissioner of New York. He served as captain and major at St. Mihiel and the Meuse-Argonne. He was de-

sort for which he has organized and drilled the soldier-extras during his 17 years in the film capital. At one time Voss actually did have his own army, some 600 World War veterans capable of any sort of drill. Studios needing soldiers would call him any night and next morning he'd deliver to the casting office gates



When the Fighting 69th Marches to "Garry Owen."

as many troopers as they wished, ready for duty in the French Foreign Legion, the Confederate or the Union armies, British Empire service or whatever The Screen Actors Guild, Central Casting and other such regulatory organizations have charged this. Now Central Casting calls the men, and each soldier-extra must be a member of the Guild, but still they're men who can "march and drill," as the call sheets specify. But Voss still gives the orders and directors bow to him in matters of tactical points.

Production of the picture opened spectacularly on one of the most intricate, and incidentally dangerous, "break away" sets built Hollywood recently. A "break away" set is one on which some violent action will take place: an earthquake—such as in "The Sisters"—a flood or storm at sea—"The Hurricane." This setting was the dark and cavernous interior of a large dugout, presumably 40 feet under the secondary lines, up in the Luneville sector early in March, 1918.

Hanging over all, from ceiling trusses of the giant studio stage, were great hoppers with trap-door bottoms, filled with stained cork, pulverized to resemble gravel. The day came to start the filming, the cast was distributed throughout the set, the

man—just the story of a famous regiment, though it tells that story faithfully and well. In a large sense "The Fighting 69th" is symbolic of all the regiments which have served under the American flag. In terms of vigorous drama it presents the soul of the regiment, the serious, determined side, and in so doing

brushes aside the usual fur-below.

In the making of the picture something indescribable has been captured which, in today's cataclysm-fearing world, leaves profound confidence in the invincibility of human faith and in divine omnipotence. And everyone who plays a part in its production, seeming aware of the message it was to carry, plays with sincerity and simplicity.

The drama, larded with much brusque comedy, focuses on James Cagney as an arrogant and incorrigible young recruit who doesn't give a hoot for the tradition of the Fighting 69th during training, and can't stand up to the hard codes of his own, simple soldier's duties. He becomes the anxious concern of the commanding officer and the Padre, through whose spiritual example he finally conquers his cowardice and makes the supreme sacrifice.

William Keighley has directed with vigor and with fine appreciation of the dramatic and entertainment values involved. His inspirational influence is seen in every performance and his excellent craftsmanship evident in the sweep and march of the narrative through the colorful, comic and tragic episodes richly written into the original script by Norman Reilly Raine, Fred Niblo, Jr., and Dean Franklin.

Stars, Action, Thrills—'The Fighting 69th'



This layout may be used as is or separately, cutting away the 1/4 col. star photos. Order as follows: 3 col. Mat 302—45c; 1/2 col. Mat 101—15c for all six.

Photomontage of the high spots of "The Fighting 69th," the thrill-packed story of the fighting Irish regiment, opening at the Strand Theatre Friday. Heading the cast are (left, reading down) James Cagney, Pat O'Brien, and George Brent, and (right) Jeffrey Lynn, Alan Hale, Frank McHugh.

New Cagney Film, 'Fighting 69th' Coming to Strand

James Cagney's newest starring picture "The Fighting 69th," will be the next attraction at the Strand Theatre, where it will begin its local engagement on Friday. In "The Fighting 69th," he shares starring honors with Pat O'Brien and George Brent, with a featured cast including Jeffrey Lynn, Alan Hale, Frank McHugh and dozens of others.

Cagney's name on the star list usually guarantees a good rousing action story, and "The Fighting 69th" is no exception. Cagney is a cocky young buck private in the famed New York regiment and his career in the military training camp is one long series of clashes with authority, as he tries to buck the whole code of military discipline. The burly top sergeant, played by Alan Hale, is his natural enemy, and the encounters between the two of them are in the rough and tumble tradition of "The Cock-Eyed World". United in their attempts to reform the young private are Father Duffy, beloved chaplain of the "Shamrock Regiment", played by Pat O'Brien, and "Wild Bill" Donovan, the colonel, played by George Brent. Both these latter characters are factual, while the roles played by Cagney and Hale are fictional although they undoubtedly had their prototypes in many regiments.

Previewed in Hollywood, "The Fighting 69th" has received raves as the most excitement-packed film entertainment of the year, and many insist that it is Cagney's best role to date, even overshadowing his performance in "The Roaring Twenties". Says Film Daily: "It is an outstanding, distinctive picture, taking rank with the best in screen history."

Besides those mentioned, the cast also includes Dick Foran, Dennis Morgan, Tom Kennedy, William Lundigan and Henry O'Neill. Based on the screen play by Norman Reilly Raine, Fred Niblo, Jr. and Dean Franklin, the film was directed by William Keighley.

Laughs, Excitement Get Big Play in 'Fighting 69th'

Coming Strand Film Has He-Man Cast Headed by Cagney, O'Brien and Brent

"The Fighting 69th," a new Warner Bros. film starring James Cagney, George Brent and Pat O'Brien, will be the next feature attraction at the Strand Theatre. The hilarious, excitement-crammed film will open there Friday.

Headed by the three stars, the cast includes a long roster of well-known players such as Alan Hale, Jeffrey Lynn, Frank McHugh, Dennis Morgan, Dick Foran, William Lundigan, and Guinn "Big Boy" Williams. The original story by Norman Reilly Raine, Fred Niblo, Jr. and Dean Franklin is based partly on the exploits of the famous 165th New York infantry, better known as the Fighting 69th, the Irish Brigade, of which the late Father Francis Patrick Duffy was regimental chaplain. This is the role played by Pat O'Brien, whose priest role in "Angels With Dirty Faces" will long be remembered. Cagney is cast as a rebellious buck private, and George Brent as "Wild Bill" Donovan, colonel of the 69th. Alan Hale is the crusty top sergeant, and Jeffrey Lynn portrays the wartime poet, Joyce Kilmer.

The ups and downs of train-

ing camp life are vividly depicted in the film—the human interest drama of the adjustment of raw recruits from every walk of life to the discipline of life in the army. Cagney, as the tough guy who stubbornly resists falling into line with the military rules and regulations, provides the main thread of the story. In spite of the efforts of O'Brien, as the kindly and humane priest, and Brent, as the hard-bitten, but understanding colonel, he refuses to conform until events place him in a position where there is a true test of his mettle, and he comes through with flying colors.

Critics who previewed the film in Hollywood have sent through advance reports, hailing it as the most exciting human interest entertainment in years, a good, rousing action drama with a leavening of broad comedy in the tradition of such films as "The Cock-Eyed World." Cagney and Alan Hale carry much of the comedy with a typical feud between a cocky private and a bullying top sergeant, which climaxes, incidentally, in one of the most rough and tumble fist bouts ever filmed.

William Keighley directed the production.

Cagney, O'Brien, Brent, Star In New Strand Film

The Strand Theatre's next attraction, "The Fighting 69th," which will open Friday, features a cast of he-men actors who have had lots of experience in the "service." The action-packed story of the fightingest regiment this country has ever had, its characters are all portrayed by the veterans of many service films.

Look at George Brent. He's an army officer now, but he served as an officer in the navy in "Wings of the Navy" and as a submarine commander in "Submarine D-1." Then there's Cagney. James Cagney, of course. He was in "Here Comes the Navy" and "Devil Dogs of the Air;" now he's a private again in the "69th."

Pat O'Brien is an old service man, too. "Here Comes the Navy," "Devil Dogs of the Air" and "Submarine D-1" enlisted him, but now he changes his position to become an army chaplain, the famed Father Duffy of the "69th."

Frank McHugh—yes, he was a sailor in "Here Comes the Navy." He was also on the crew of "Submarine D-1." He's in the army now. Guinn Williams was in uniform for "Here Comes the Navy" and Sam Cohen can claim service in one of the most famous screen troops of all time in "What Price Glory."

Quite a record for the cast, so maybe that's why the survivors of the real "69th" didn't offer any objections.

Any studio that makes a picture about the services must submit a script to the proper departments. If cooperation is sought, the navy and army like to pass on the casting too.

Always on the qui vive for the honor of the services, the army and navy prefer not to see an actor in the role of an officer if he has appeared on the screen as a gangster. Warner Bros., who have produced more "service" pictures than any other studio, have discovered from officers and men in the services that George Brent is their favorite "officer," and maybe that is why he has never been cast in a gangster role in other pictures.

★ ★ ★ ★ ★ ★ ★ ★
 ★ **The Fighting 69th** ★
 ★ To those millions of men ★
 ★ who served and fought in ★
 ★ the fighting forces of the ★
 ★ United States in the war . . . ★
 ★ To the Rainbow Division, ★
 ★ which most nearly represen- ★
 ★ ted in its ranks all of our ★
 ★ States and Territories . . . ★
 ★ To the Sixty-Ninth New York ★
 ★ Regiment, (165th Infantry, ★
 ★ A.E.F.) which was the aver- ★
 ★ age, yet the epitome, of ★
 ★ our National courage . . . ★
 ★ To the memory of Father ★
 ★ Francis P. Duffy, a beloved ★
 ★ Chaplain, and a truly great ★
 ★ humanitarian . . . Warner ★
 ★ Bros. dedicates this film. ★
 ★ ★ ★ ★ ★ ★ ★ ★

AMERICAN LEGION NATIONAL COMMANDER PRAISES 'THE FIGHTING 69TH' FILM

Raymond J. Kelly, national commander of the American Legion, witnessed a private preview showing of "The Fighting 69th" which is scheduled to open on Friday at the Strand Theatre, and praised it as "the greatest war film that will ever be released to the American public."

"Every man, woman and child in the United States should see it," said Commander Kelly, who served overseas during the World War. "While it is a preaching against war and the needless sacrifice of youth, it also car-

ries a story of real Americanism, intermingled with a message of religious tolerance. The American public is under obligation to Warner Bros. for having the enterprise to make such a timely film, taken from the actual experiences of members of the A.E.F. in France, under General John J. Pershing."

James Cagney, George Brent and Pat O'Brien play leading roles in "The Fighting 69th," with O'Brien portraying the late Father Francis P. Duffy, chaplain of the famous New York regiment.

Strand Arranges Early Date For 'Fighting 69th'

By special agreement with the producers, the management of the Strand Theatre has been able to arrange an early engagement of the new Warner Bros. film, "The Fighting 69th," co-starring James Cagney, Pat O'Brien and George Brent, which has excited so much favorable comment from critics who previewed it at the West Coast. It will open at the Strand on Friday.

Of the 28 men on Warner Bros. list of contract players, 18 have featured roles in "The Fighting 69th," a complete cast list issued from the Strand Theatre revealed today.

Figure sets a new Hollywood high for number of stars and important featured players under contract to one studio set for the same picture.

Heading the list is Cagney as a rebellious buck private, Brent as Col. "Wild Bill" Donovan, O'Brien as Father Francis Patrick Duffy, senior chaplain of the Rainbow Division, with various other well-remembered officers and men of the heroic New York regiment played by Herbert Anderson, Dick Foran, Alan Hale, Tom Kennedy, William Lundigan, Jeffrey Lynn, Dennis Morgan, Frank McHugh, Henry O'Neill, Ronald Reagan, George Reeves, John Ridgely, James Stephenson, Frankie Thomas and Frank Wilcox.

Norman Reilly Raine, Fred Niblo, Jr. and Dean Franklin wrote the original story which the film is based and William Keighly directed the action-packed drama.

'Fighting 69th' Continues Strand's 1940 Hit Parade

Following up the sensationally successful New Year's hit "Brother Rat and a Baby", the Strand Theatre's next attraction will be "The Fighting 69th," action-packed story of the fighting, brawling, Shamrock Regiment, with James Cagney, Pat O'Brien and George Brent topping the cast. The film will open on Friday.

Tough guy Cagney plays a cocky young buck private in "The Fighting 69th," and George Brent is cast as "Wild Bill" Donovan, heroic colonel of the regiment, a real-life character. O'Brien impersonates Father Duffy, beloved chaplain of the 69th. Jeffrey Lynn plays the role of the war-time poet, Joyce Kilmer, and various other men of the famed New York regiment are portrayed by Alan Hale, Dick Foran, Tom Kennedy, Guinn "Big Boy" Williams, Henry O'Neill and dozens of others.

Much of the rousing comedy of the story is provided by the standing feud between Private Cagney and Top Sergeant Alan Hale, which culminates finally in a knock 'em down and drag 'em out battle in which small but wiry Cagney knocks out big but windy Hale. A candid picture of life in a military training camp, it is full of human interest situations, and critics who have previewed the film in Hollywood report that it is the most rousing, excitement-crammed entertainment of the year. To quote the Film Daily it is: "Truly a brilliant example of screencraft, this 'The Fighting 69th'. Motion Picture Daily calls it "A striking piece of dramatic entertainment." Showmen's Trade Review classifies it as "real red-blooded entertainment for all Americans".

CAST

Jerry Plunkett	JAMES CAGNEY
Father Duffy	PAT O'BRIEN
"Wild Bill" Donovan	GEORGE BRENT
Joyce Kilmer	Jeffrey Lynn
Sgt. "Big Mike" Wynn	Alan Hale
"Crepe Hanger" Burke	Frank McHugh
Lieutenant Ames	Dennis Morgan
Lt. "Long John" Wynn	Dick Foran
Timmy Wynn	William Lundigan
Paddy Dolan	Guinn "Big Boy" Williams
Captain Mangan	John Litel
The Colonel	Henry O'Neill
Mike Murphy	Sammy Cohen
Major Anderson	Harvey Stephens
Chaplain Holmes	Charles Trowbridge
Private Turner	DeWolf Hopper
Private McManus	Tom Dugan
Lieutenant Norman	Frank Wilcox

★ ★ ★ ★

PRODUCTION

Directed by	WILLIAM KEIGHLEY
Original Screen Play by	Norman Reilly Raine Fred Niblo, Jr. Dean Franklin
Director of Photography	Tony Gaudio, A.S.C.
Art Director	Ted Smith
Sound by	Charles Lang
Film Editor	Owen Marks
Musical Director	Leo F. Forbstein
Special Effects by	Byron Haskin, A.S.C. Rex Wimpy, A.S.C.
Technical Advisors	Capt. John T. Prout Mark White
Makeup Artist	Perc Westmore

★ ★ ★ ★

STORY

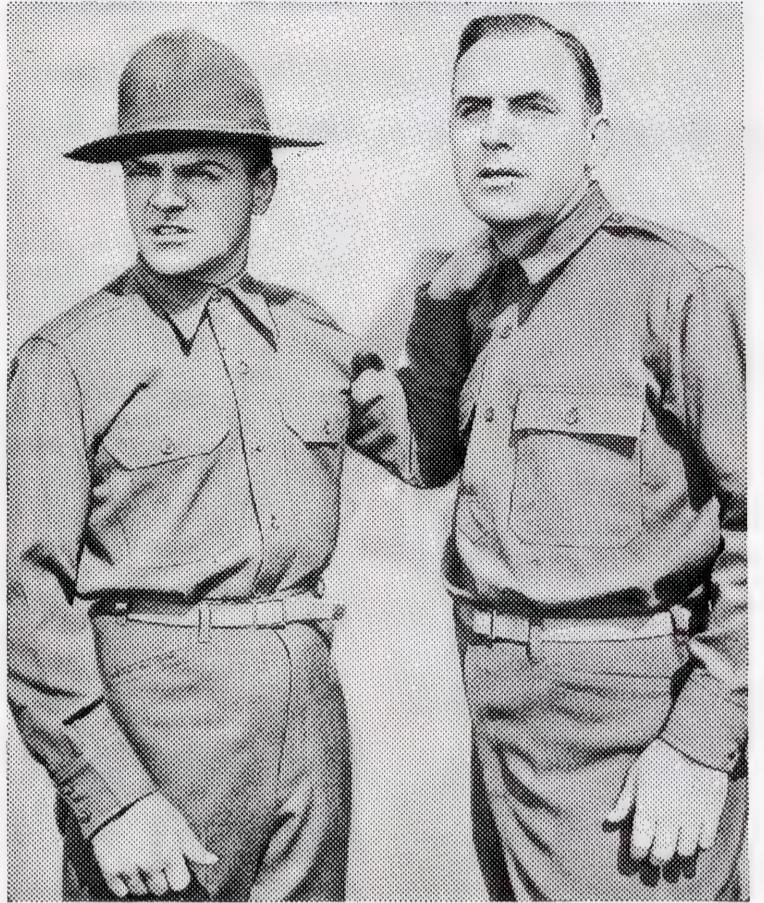
It is hardly possible to do justice in a synopsis to the action, excitement and thrills of "The Fighting 69th." A bare outline is not enough to relate the spirit, glory and tradition of the 69th regiment of the Rainbow Division, whose record for heroism is part of our national tradition. For the purposes of story outline, however, the film opens in August 1917 at Camp Mills where Colonel "Wild Bill" Donovan (George Brent) is swearing in a batch of raw recruits. Of them, only Jerry Plunkett (James Cagney), hard, tough and self-confident, fails to fall into line with company discipline after the first few weeks of training, despite the efforts of Donovan and Father Duffy (Pat O'Brien), the regimental chaplain.

It is not until they get to the front, however, that Jerry's rebelliousness brings tragedy. He deliberately fires a rocket, bringing down a terrific enemy barrage. His next misdeed is fighting with crusty top sergeant Mike Wynn (Alan Hale), twice his size. Donovan wants to have Jerry transferred to another regiment but Duffy promises to take full responsibility for him.

In September, 1918, the 69th is ordered into suicidal action. As they make their way to the front, Jerry breaks and tries to run away. His screams open up murderous enemy fire and several men are killed. Courtmartialled for cowardice and sentenced to be executed, Jerry is a prisoner in a little town behind the lines which becomes the target for an enemy attack one night. Father Duffy releases the screaming, frightened Jerry, tells him he can join his regiment at the front. Jerry starts to run away instead, but at that moment another shell hits and Father Duffy is pinned under fallen timber. Jerry frantically struggles to release the injured priest, then he rushes away to join his comrades of the 69th, fighting with the new-born heroism Father Duffy has given him.

Running time . . . 90 minutes

Local Fans' Favorite Star Team!



*Still FS 16; Mat 203-30c

FIGHTING IRISH—James Cagney and Pat O'Brien, the most popular star team ever to play the Strand Theatre, will be back there on Friday in their newest film, "The Fighting 69th."

Cagney, O'Brien, Favorite Strand Theatre Star Team

They Increase Film Attendance 30% States Manager Jones in Interview

In an interview with Manager Richard Jones of the Strand Theatre, he stated that one of the most popular star teams ever to play his theatre is the team of James Cagney and Pat O'Brien. Checking back through his books he brought to light the fact that there was a thirty per cent increase over normal attendance at his theatre, when he played "Angels With Dirty Faces," in which they were co-starred.

With this in mind, he is arranging for an extra daily showing of "The Fighting 69th," their new co-starring film, which will have its local debut at the Strand on Friday. In order to facilitate seating for all patrons, the theatre will open at 9:30 A.M. each day.

"The Fighting 69th" presents Cagney as a cocky young buck private, the "problem" child of the military training camp, and

O'Brien as Father Francis Duffy, famous chaplain of the Irish regiment after which the picture is named, through whose kindly efforts the private's regeneration is finally brought about. O'Brien had some training for this role in "Angels With Dirty Faces," in which he played the parish priest in a tough East Side New York district. But the Father Duffy role presented a much greater problem, for the army chaplain is not a fictional, but a real character.

Although the situation in the picture is fictional, it is a well-known fact that Father Duffy worked wonders with any number of rebellious privates during the war.

Advance reports from those who have previewed the film at the West Coast indicate that this latest co-starring effort is their greatest hit to date.

Cagney's In The Army Now



*Still FS 11; Mat 204-30c

YOU TAKE WHAT YOU GET AND YOU LIKE IT—And that's the beginning of the army's fightin'est feud between Private James Cagney (right) and Sergeant Alan Hale, in "The Fighting 69th".

Jim Cagney vs. Alan Hale In 'Fighting 69th' Scene

In Which A Good Little Man Proves
Bigger They Are, Harder They Fall

One of the oldest axioms of the boxing ring, that a good little man can whip a good big man, or the taller they are the farther they have to fall and the more noise they make, was proved in "The Fighting 69th," the picture which is scheduled to open on Friday at the Strand Theatre.

James Cagney, 140 pounds, knocked 240-pound Alan Hale sprawling by a slight miscalculation of distance in a rousing rough and tumble fight scene for the picture at the Warner Bros. studio during production. It was 10 minutes before Hale recovered breath and dignity enough for the scene to be continued. And he still has to be convinced that Jimmy didn't plan it.

The fight climaxed a long verbal build up between Cagney, a cocky private, and Hale, a burly top sergeant, that had been running all through the first part of the picture. Going into the scene, director William Keighley naturally wanted to make it look real.

"There's so much difference between you two in size and weight that the audience won't believe it unless you look rather awkward, Alan," he instructed. "So you swing wild at first and you, Jimmy, pretend to be pounding him in the solar plexus. Just swing in close and it will look

'Mavourneen' Sung In 'Fighting 69th' By--Sammy Cohen!

"The Fighting 69th" marches to the strains of "Garry Owen," old Irish folk song known to the army as far back as the Civil War. Pat O'Brien, James Cagney, George Brent, Frank McHugh and that Irishman by adoption, Sam Cohen, tramped over the Warner Bros. "training camp" and "quarters" to this Irish tune whose strains are heard again in wartime setting in this story of the famed regiment. "The Fighting 69th," opens on Friday at the Strand Theatre.

Soldiers sing as well as fight, and the "69ers" raise their voices in a few choruses of "The Old Gray Mare" as they get together for a bit of fun after the day's duties.

More on the raucous side is "The Infantry," known to every soldier. It is a slightly expurgated version, however, that the screen doughboys render; probably one of the only sacrifices of realism in the picture.

Sam Cohen has a bit of a solo in one of the scenes when he sings—you guessed it—"Kathleen Mavourneen."

For the Christmas eve midnight mass the assembled soldiers "Come All Ye Faithful" (Adeste Fidelis) in Latin under the guidance of Father Duffy (Pat O'Brien). Every actor in the company who appears in the scene had to memorize the beautiful hymn in Latin, although a verse is also sung in English.

All these songs are used as theme music for the underscoring of "The Fighting 69th," according to musical director Leo Forbstein. The rest is an original score, with a few snatches from some of the popular war songs of 1914-18.

okay for the camera. But don't get hurt, either of you."

Half way through the fight (and it was looking better every second) Jimmy cut loose with a short sharp right upper cut. He happened to time it just as Hale was reaching out with a looping left past Jimmy's right ear. Jimmy's punch, with his shoulder behind it, caught Hale right in the middle. With a "woof" that made the microphone dance, Hale sat down, but suddenly.

It was 10 minutes before he got back his breath on the set, but in the finished film it's merely a matter of a split second.

Gives Wrong Salute Intentionally In 'Fighting 69th'

Pat O'Brien's flagrantly unmilitary salute may bring frowns to the brow of sticklers for army rules and regulations who see him in "The Fighting 69th" at the Strand Theatre but their criticism will be taken as a compliment by the offender.

That loose-jointed gesture of the arm and hand was one of the most characteristic things about the man who originated O'Brien's character in the picture, the Rev. Father Francis Patrick Duffy, senior chaplain of the Rainbow Division and spiritual leader of the famous New York regiment.

Addressing an Armistice night reunion of the small number of veterans of the regiment now living in Southern California, the Warner Bros. star presented his case:

"Generally an actor, when given a part to play, accepts it only as a job of work to be done as well as circumstances will permit. But when I was chosen to play Father Duffy in 'The Fighting 69th' I took it as a trust.

"I've given the part everything I have. If, when you see the picture, you men who knew Father Duffy intimately and faced death with his hand upon your shoulders can give me a word of praise, that will be the highest compliment I have ever received."

Many Technical Advisors Used for 'Fighting 69th'

Strangest of contrasts in technical directors was offered on the set of Warner Bros. "The Fighting 69th," the film starring James Cagney, Pat O'Brien and George Brent, which will be the next attraction at the Strand Theatre starting Friday.

Present were: Paul W. "Doc" McWilliams, head of the studio first aid department. He was on hand to make certain that army "first aid" was properly administered.

Captain John T. Prout, officer with the actual 69th N.Y.N.G. before and all during the war.

Father John Devlin, of St. Vincent's Catholic church, North Hollywood, to help Pat O'Brien as Father Francis Duffy.

Dr. Herman Lissauer, head of Warner Bros. Research department and a former Rabbi, to instruct the same Pat O'Brien in the reading of a Hebrew prayer for the Jewish soldiers.

"Call Me Again at Ten, Sarge"



*Still FS 4; Mat 201-30c

James Cagney, playing Uncle Sam's one-man army in "The Fighting 69th," tells top-kick Alan Hale he's not quite ready for breakfast, perhaps a little later. Scene is from the film coming to the Strand.

Old 69th Dates from Revolutionary Days History of Famed Regiment Subject Of Thrilling New Film at Strand

The history of the old Irish Brigade, the 69th regiment of New York volunteers which became the 165th infantry of the Rainbow Division during World War I, begins in September, 1861. This is the regiment which provides the title and story background for the picture opening Friday at the Strand, Warner Bros. "The Fighting 69th" in which James Cagney as a private, George Brent as Col. "Wild Bill" Donovan and Pat O'Brien as Father Francis Patrick Duffy, regimental chaplain, are the protagonists.

The Old 69th, with 59 silver battle rings on the staffs of its regimental flags, has a fighting record in number of separate engagements exceeded by only one other regiment in the world, the Scottish Black Watch, according to military historians. Forty-eight of the rings, each bearing the name of a separate battle and the dates it was fought, mark the record of the 69th during the Civil War, the remainder are for World War victories.

Nucleus of the famous regiment was a militia unit in existence in New York State from Revolutionary War times. After Fort Sumter this unit started active recruiting and by November, 1861 was up to full strength under command of Col. Robert Nugent of the regular army. After serving out two enlistments (still being a volunteer group) it was mustered out June 30, 1865.

At Antietam the regiment fought in Richardson's division and at the famous Bloody Lane

eight color bearers were shot down, but the brigade carried the position. At Fredericksburg the color sergeant of the regiment was found dead near the awful stone wall with the flag wound around his body, a bullet having pierced heart and flag.

A fragment of that same flag was brought to the set one day during filming of "The Fighting 69th" by 93-year-old Sergeant Henry Mingoy, oldest survivor of the regiment, now resident in Tujunga, California. Out of 18 officers and 210 men engaged in the Fredericksburg battle, 16 officers and 112 men of the regiment were either killed or wounded.

At Gettysburg the regiment was entirely wiped out, but again was recruited up to war strength and served until the end of the war, which terminated for the 69th at Appomattox Court House, April 9, 1865.

Its World War record began July 15, 1917 when the 69th was federalized as the 165th infantry and then was mobilized August 24 at Camp Mills, Long Island. The Atlantic crossing was made in November, 1917, after a period of training at Camp Mills and the regiment landed at Brest, France, Nov. 21, the first American soldiers to land at that Brittany port. From Brest the regiment went into the Langres-Baissey sector for further training and during the first week in February, 1918, started for the front. On March 17, St. Patrick's Day, the regiment that was predominantly Irish went into the trenches in the Luneville sector.

STILL SERVICE . . . Stills available on most of the scene cuts on the publicity pages in this Campaign Plan. Price 15c each. Order by still number indicated under each cut, from Campaign Plan Editor. If still number is not given, photo is not available because the cut was made from a special retouch or a composite. (*Asterisk denotes still is included in regular set which is available at your local Vitagraph Exchanges.)

Pat O'Brien Plays Famed Father Duffy In Strand Film

The Strand Theatre's next feature attraction, "The Fighting 69th", an action-packed story of one of the world's most famous regiment of fighters, has one of its three stars portraying a character whose fights were all spiritual. The star is Pat O'Brien, and the character is that of the famous priest who was chaplain of the 69th. The other two stars, James Cagney and George Brent have real soldier roles.

It was precisely because the priest was so famous that O'Brien feared his role.

Why? Because the priest he's impersonating is the late Father Francis P. Duffy, chaplain of the Irish regiment after which the picture is named. The same Father Duffy for whom Duffy Square—at the northern end of Times Square, in the heart of New York—is called, and whose bronze portrait-statue stands there. Scores of thousands of New York's seven millions knew and loved Father Duffy and if O'Brien had made a mis-step in the role it would have been just too bad for Pat.

But he wasn't likely to. For one reason, because he knew Duffy in life. Once in a while when Pat was acting on the Broadway stage he and the padre went together to see the fights at Madison Square Garden — and it wasn't beyond Father Duffy to have a small wager on the boy he liked. Another reason for O'Brien's accuracy in the role is that he was coached for it by another priest, Father John J. Devlin of St. Victor's church in North Hollywood. Father Devlin guided him in "Angels With Dirty Faces" last year with Jim Cagney, when Pat played Father Jerry Connelly.

O'Brien has the same complex — probably erroneous — about "The Fighting Sixty-ninth" that he had about "Angels." He said then and he still says, "I'm up against a terrific handicap playing a priest. I mean, my best pal, Spencer Tracy, does priests so much better. Remember him in 'San Francisco' and again in 'Boy's Town'?"

That wasn't false modesty on Pat's part. He really meant it. But he did a swell job in "Angels" and an even better one as Father Duffy, according to advance reports.

'4Wives' Soon 'Widows'

Jeffrey Lynn, Frank McHugh and Dick Foran, husbands of three of the four wives of Warner Bros. "Four Wives," went directly from that film into the cast of "The Fighting 69th," the picture opening at the Strand Friday. They play doughboys of the famous New York regiment.

"And that," cracked Priscilla Lane, one of the wives, "is a quick way of making widows out of us."

Believe It or Not

There seems to be an item here for Ripley. At any rate—Jeffrey Lynn plays Joyce Kilmer, the poet, in Warner Bros. "The Fighting 69th," now showing at the Strand Theatre.

Joyce Kilmer is the chap who wrote "Trees."

A little dog strayed on "The Fighting 69th" set at the studio ranch one morning during production and so attached himself to Lynn that the actor adopted him, took him home as a pet.

'The Fighting 69th' Has First Showing Today at Strand

"The Fighting 69th," starring James Cagney, Pat O'Brien and George Brent, will have its first local showing today at the Strand Theatre. Supporting the star trio are Jeffrey Lynn, Alan Hale, Frank McHugh and a host of others, playing featured roles in the story written by Norman Reilly Raine, Fred Niblo, Jr. and Dean Franklin, and directed by William Keighley.

A rousing action drama, "The Fighting 69th" shows Cagney as a cocky young private, bucking army discipline in the form of domineering top sergeant Alan Hale. Pat O'Brien plays the role of Father Francis P. Duffy, well-known and beloved chaplain of the 69th, and George Brent portrays "Wild Bill" Donovan, dare-devil colonel of the regiment.

"The Fighting 69th" is unique in that, with the exception of but four characters, all in the picture represent real persons, many still living. The Cagney and Hale roles are fictional, but the O'Brien and Brent roles are taken straight from famed real-life characters. Jeffrey Lynn portrays Joyce Kilmer, soldier-poet of the 69th. Often called the Shamrock Brigade, the 69th regiment was one of the best known for its unusually heroic exploits and its general capacity for scrapping. Captain John T. Prout, of the 69th, acted as a technical advisor during production of the film, supplying much of the personal data which makes up the human interest story of the scrap-happy regiment. Previewed on the West Coast, the film is heralded as one of the most exciting action pictures ever made.

Besides those mentioned, the cast includes Dennis Morgan, Dick Foran, Guinn "Big Boy" Williams, William Lundigan, Henry O'Neill, Tom Kennedy and many more.

Fighting 69th Flag

Sees Action Again

America's most battle-scarred battle flag has had its face lifted. The regimental colors of the 165th Infantry, New York (the old 69th N.Y.N.G.) was sent from the regimental armory in New York to Warner Bros. studio and there duplicated by three expert embroidery workers, stitch for stitch and tassel for tassel, for use in "The Fighting 69th," the James Cagney, Pat O'Brien and George Brent starring picture which opens at the Strand Theatre today.

The Great Seal of the State of New York is the emblem on the historic flag, which has 59 silver battle rings on its staff, each representing a separate engagement during the War of the Rebellion.

In fact a special act of Congress was required to accommodate so many rings on the single staff it is explained by Capt. John T. Prout, technical director on the James Cagney, George Brent, Pat O'Brien starring picture. This act authorized the regiment to lengthen the staff several inches beyond army regulations.

Camp Mills Rebuilt

The barracks and administration buildings of Camp Mills, 1917 training camp on Long Island, were reproduced in Hollywood at the Warner Bros. studio for the new Strand film, "The Fighting 69th," story of New York's famous Irish regiment during the World War, starring James Cagney, Pat O'Brien and George Brent.

Famous Men Make "Fighting 69th" Worth Seeing!



Still FS Pub. A160; Mat 102-15c

Still FS Pub. A158; Mat 103-15c

Still FS Pub. A159; Mat 104-15c

Pat O'Brien as Father Duffy, James Cagney as Private Jerry Plunkett, and George Brent as Colonel Wild Bill Donovan, as they appear in the Strand's new film "The Fighting 69th", an action-crammed story of the famous New York regiment.

(See page 9 for exploitation uses of these drawings.)

Cockeyed Cavalcade of Happy-Go-Lucky Soldiers—That's "The Fighting 69th"

Cagney, O'Brien and Brent, Head All-Male Cast of the Superb Motion Picture Now Drawing Crowds to Strand Theatre

(Review)

"The Fighting 69th" is a masterpiece!

It is more than just the story of a famous regiment, though it tells that story faithfully and well. In a large sense "The Fighting 69th" is symbolic of all the regiments which have served under the American flag. In terms of vigorous drama it presents the soul of the regiment, the serious, determined side, and in so doing brushes aside the usual furbelows.

In the making of this picture something indescribable has been captured which, in today's cataclysm-fearing world, leaves profound confidence in the invincibility of human faith and in divine omnipotence. And everyone who plays a part in its production is worthy of all praise.

The drama, larded with much brusque comedy, focuses on James Cagney as an arrogant and incorrigible young recruit who doesn't give a hoot for the traditions of the Fighting 69th

during training, and can't stand up to the hard codes of his own, simple soldier's duties. He becomes the anxious concern of the commanding officer, "Wild Bill" Donovan (George Brent) and Father Duffy (Pat O'Brien) the regimental chaplain, through whose spiritual example he finally conquers his cowardice and makes the supreme sacrifice.

Cagney plays the character of Private Jerry Plunkett with unwavering spirit, feeling and conviction. Pat O'Brien is splendid in the priestly role, playing it heroically and yet with tenderness and humor. George Brent, ably portrays the commanding officer, hard, because he must harden his men for the task that lies before them.

Standing out from amongst the others in the carefully selected support are Jeffrey Lynn, as the soldier-poet, Joyce Kilmer; Alan Hale as a grizzled top sergeant; Frank McHugh as a killjoy, 'the crepe-hanger' his bud-

dies dub him; William Lundigan, Sammy Cohen, Dick Foran, John Litel, Dennis Morgan, Guinn Williams, Henry O'Neill, Tom Dugan and Harvey Stephens. A score of others do their bits well.

William Keighley directed with vigor and with fine appreciation of the dramatic and entertainment values involved. His inspirational influence is seen in every performance and his excellent craftsmanship evident in the sweep and march of the narrative through the colorful, comic and tragic episodes richly written into the original script by Norman Reilly Raine, Fred Niblo, Jr., and Dean Franklin.

Photography by Tonio Gaudio, and the musical contributions by Adolph Deutsch, Hugo Friedhofer and Leo F. Forbstein make the pace for excellent technical support in every department.

"The Fighting 6th," as we said before, is a masterpiece!

They Set This Cockeyed World Laughing!

James Cagney and Sammy Cohen hit the hilarious highspots as the rawest recruits in that fightin' Irish brigade, "The Fighting 69th", in the picture of that name which is currently packing them in at the Strand Theatre. And just in case you're wondering what Sammy's doing in the Shamrock regiment, he'll answer that for you himself in one of the funniest scenes to hit the screen in lo! these many months. Starred with Cagney in the film are Pat O'Brien and George Brent.

Mat 205-30c



Vets To Dedicate Plaque to Priest Of 'Fighting 69th'

The local chapters of (list American Legion or Veteran of Foreign War Posts) will hold a dedication ceremony this afternoon at (place) in honor of Father Francis Patrick Duffy, regimental chaplain of the 69th Regiment of the Rainbow Division during the World War. The occasion is the unveiling of a plaque in commemoration of the revered priest whose untiring efforts and deep human understanding brought grace and courage to thousands of soldiers of all faiths and creeds.

Participants in the ceremony will later attend the opening of the "The Fighting 69th" at the Strand Theatre. Authorized and endorsed by the living members of the famous 69th regiment, the film tells the story of Father Duffy's work during the last war, and of the heroic exploits of the regiment. The role of Father Duffy is played by Pat O'Brien, whose work as the priest in "Angels With Dirty Faces" last year won him the enthusiastic praise of layman and clergyman alike.

Also starred in the film are James Cagney as a recalcitrant young private whose regeneration is brought about by the chaplain's trust and understanding; and George Brent as "Wild Bill" Donovan, colonel of the 69th. Jeffrey Lynn plays the role of Joyce Kilmer, soldier-poet and renowned member of the Rainbow Division. Other featured members of the cast include Frank McHugh, Alan Hale, Dennis Morgan, Dick Foran, Henry O'Neill, Guinn "Big Boy" Williams, William Lundigan and many others.

↓ These stories should be rewritten to fit local celebrations you have arranged to coincide with your showing. ↑

'Fighting 69th' to Be Honored by Vets at Banquet

Members of the local posts of (list American Legion, Veteran of Foreign Wars and Rainbow Division chapters) will attend a banquet at the Hotel (Name) this evening at 6:30. In charge of entertainment are: (list names). The banquet, which will feature many prominent speakers, will pay tribute to the memory of Father Duffy and the Rainbow Division.

Following the dinner, the guests will go directly to the Strand Theatre to view the opening of "The Fighting 69th", the new Warner Bros. motion picture which deals with the heroic exploits of the famous 69th regiment during the last war, and features prominently the story of the wonderful work done by Father Duffy, regimental chaplain.

James Cagney, Pat O'Brien and George Brent are starred in the film, which also features Jeffrey Lynn, Frank McHugh, Alan Hale, Dennis Morgan, Dick Foran, Henry O'Neill, William Lundigan, and many more noted players. The role of Father Duffy is played by O'Brien, George Brent plays Colonel "Wild Bill" Donovan, leader of the 6th, and Cagney is a cocky young private who learns true heroism under Father Duffy's guidance.

Captain John T. Prout, retired member of the 69th, acted as technical advisor on military aspects of the film, which was directed by William Keighley.

Cagney—One-Man Army



Still FS Pub. A158; Mat 206—30c

That fighting Irishman, James Cagney, is currently battling his way to further screen popularity in the "The Fighting 69th," the hit film which is being held over for a second week at the Strand Theatre.

SPOT NEWS SHORTS

A line of soldiers were docilely permitting a make-up man to go down their ranks and put greasy make-up on the left side of their faces, the side from which the camera was shooting. All were doughboy extras in "The Fighting 69th," the film currently showing at the Strand. They knew the black make-up, which is supposed to resemble grease and dirt, would take hours to wash out of their ears, but they were resigned to their fate. But the make-up man touched his greasy make-up to the right ear of one of the soldiers, and suddenly his lethargy and stoic expression disappeared. "Hey, whatsamatta!" he cries. "That ear ain't to the camera!"

When Dick Foran's baby boy, Patrick, was baptized, Dick couldn't attend the ceremony because he had to work at Warners in "The Fighting 69th."

To make it harder for him, the one line he had to repeat all day was: "This is some baptism — baptism by fire!"

A finely mounted portrait of George Brent as Col. William J. "Wild Bill" Donovan in Warner Bros. "The Fighting 69th" has been sent to the regimental armory in New York in response to a request from the members of the regiment. Hanging of the portrait on the army walls will break precedent, according to Capt. John T. Prout, technical director on the picture and a member of the 69th N. Y. N. G. (the 165th infantry of the regulars) for 10 years prior to and all during the war.

Word seems to have gone up and down the road that Warner Bros. were filming "The Fighting 69th," an army picture with all the trimmings. One night at the Providencia ranch set where New York's Camp Mills of 1917 had been duplicated, watchmen roused four hoboes out of tents in which they were snugly bedded down on army cots.

The current Strand film, "The Fighting 69th," dealing with the exciting adventures of the famous Irish brigade in 1917, has a very amusing sequence which explains the presence in the Shamrock Regiment of one obviously Jewish soldier. The scene is Camp Mills, Long Island training camp, where the crusty top sergeant, played by big, bluff Alan Hale, is inspecting a new crop of raw recruits.

Going down the line, Hale spots the Jewish soldier, played by Sammy Cohen. "What's your name, lug?" he asks.

"Sure and me name's Mike Murphy, sargint," Cohen replies in the thickest brogue.

"And what were ye born?" roars Hale.

"Mischa Moskiewicz."

Plainly puzzled, Hale inquires, "Where'd you get the Murphy?"

Cohen has his answer: "Self-inflicted! I wanted to fight with the Sixty-Ninth."

Three languages are spoken in Warner Bros. "The Fighting 69th" to test the lingual abilities of James Cagney, Pat O'Brien, and other principals. As Father Francis Patrick Duffy, famed regimental chaplain, O'Brien has to speak Hebrew and Latin as well as English with a slight Irish brogue. His Latin phrases are used during a scene in which he conducts mass for the soldiers. He speaks Hebrew in this same scene, when he reads a Jewish prayer for Sammy Cohen.

Most amusing order on Hollywood sets: Assistant director Frank Heath screaming for "Quiet!" through the loud speakers on the big outdoor set for Warner Bros. "The Fighting 69th," before each battle scene, when bedlam breaks out.

James Cagney tells this one he overheard on the set of Warner Bros. "The Fighting 69th." The scene was Camp Mills in August, 1917. One of the extras playing a recruit came up to Bill Keihl, property man issuing equipment. "Can I please have a left-handed rifle?" he inquired.

James Cagney Wins Title Of Perfect Writers' Actor

'Fighting 69th' Star Lauded for Perfect Interpretation of Roles

"The perfect writer's actor." That's the title bestowed on James Cagney by Warren Duff.

Cagney, who is currently starring in Warner Bros.' "The Fighting 69th," at the Strand starred in three of Duff's screen plays: "Frisco Kid," "Angels With Dirty Faces" which Duff co-authored with John Wexley and, more recently, "Each Dawn I Die."

"And I hope to write some more for him," said Duff in explaining why Cagney is the perfect "writer's actor."

"Every writer enjoys writing for an actor who will not just speak the lines but will bring the character to life. Cagney's almost intuitive understanding of the character he plays plus his intelligent approach to creating it, guarantees the role's perfect interpretation. This, of course, is very gratifying to the writer," said Duff.

The term "actor's actor" has long been known to the theater and screen. It describes an actor whom other actors like to watch because of proficiency of technique in "building" a characterization, and because of the pleasure in observing the minute details of performance discernable only to the professional eye. Paul Muni has often been described as the "perfect actor's actor."

That Duff should honor Cagney with the title of "writer's actor" brings to light the fact that actors are not the only ones who take professional interest in the art, though for other motives. Writers are intimately concerned with the stars of their pictures, says Duff, because they are the medium through which the characters are transmuted from the written page to the living person.

Another good bet for the title of "writer's actor," says Duff,

is George Brent for whom he just completed "We Shall Meet Again" which co-stars Merle Oberon. Brent is also starred with Cagney in "The Fighting 69th."

"A writer likes to feel that he can trust an actor with the role he has written; that the actor has the ingenuity to add all those bits of business and tricks that enrich a characterization. Brent seems to qualify.

Asked to name other actors when he would term "writers' actors," Duff listed Muni and Spencer Tracy. He said it was difficult to define exactly what the qualifications were but that any writer who has had a great deal of screen experience could recognize them.

Line Wasn't in Script Neither Were Pants!

Frank McHugh's irrepressible ad libbing, a bouyant and gratuitous tossing off of lines never written into scripts, is a thing that all directors have come to expect. He threw one at director William Keighley that stayed in a scene of Warner Bros. "The Fighting 69th."

Lined up with other principals just behind Jimmy Cagney, McHugh was in a single line of recruits being issued their army outfits.

Shoes, blankets, underwear, sox, pants, shirts, coats, hats, the articles were thrown at the men as they filed past the store keepers. The other men passed out of camera range but McHugh paused, involuntarily it seemed, and yelled an anguished, "Hey, I didn't get any drawers." "Print that one," ordered Keighley, when he could control his laughter.

Fresh Recruit—And Plenty Fresh!



Still FS 98; Mat 202—30c

REPORTING FOR DUTY—James Cagney (right) as the private the army couldn't tame and George Brent as Colonel William J. ("Wild Bill") Donovan in "The Fighting 69th," the current hit film at the Strand.

4 Wives' 'Husbands' Off to War in 'The Fighting 69th'

War took its toll of the "Four Wives'" husbands and the fact that they were the heads of families and fathers of children didn't save them from the first draft.

No sooner had the famed Lemp family settled down to a happy ending under the auspices of Warner Bros. studio than the men of the clan were told to shoulder arms and report to "The Fighting 69th" regiment for active service. This is the action-packed film currently showing at the Strand.

Priscilla Lane watched her musician-husband, Jeffrey Lynn, pack his kit at the end of production and report to Director James Keighley for training. Once in the army, he gave up music for poetry, to become Joyce Kilmer in the revival of the adventures of New York's fighting Irishmen.

Frank McHugh soon followed, leaving his wife (Lola Lane) to keep the home fires burning while he joined his brothers-in-law at the front.

Gale Page could offer no protest when her spouse (Dick Foran) also deserted the hearth to rally to the colors.

Also conscripted was Henry O'Neill, the "Doctor Forrest" of "Four Wives." No, the "Doctor" did not report to the "69th" as medical officer; he took over as the company's "Major."

Eddie Albert, who just managed to get himself engaged to Rosemary Lane, was not among those who enlisted. Instead, he was sent to apply for the job of varsity coach at his "alma mater," Virginia Military Institute, in "Brother Rat and a Baby."

Recruits were being drawn from all sectors of the Warner lot. James Cagney was among the first to join up with the "69th," and with him were George Brent and Pat O'Brien. Cagney is a private, Brent and O'Brien, a colonel and a chaplain respectively.

Irish Jimmy Cagney Speaks Perfect Jewish

For a red-headed Irishman with a little Swedish and Scotch blood, James Cagney speaks a fine brand of Jewish. In "Taxi," one of his earliest successes, he amazed and delighted film audiences by breaking into a fluent stream of Yiddish. Now in "The Fighting 69th," the current film at the Strand Theatre, he again makes use of his linguistic abilities for one of the high comedy scenes in the highly exciting picture.

Cagney and Sammy Cohen are playing the roles of raw recruits getting their first going-over by the crusty top sergeant. When the sergeant starts querying Sammy as to what he is doing in the supposedly Irish regiment, Cagney mutters deprecatory remarks about him in Jewish to Cohen. An interesting sidelight on this little scene came up during the filming of the picture. Cagney who was raised in a predominantly Jewish neighborhood in New York knows the language well. So well in fact, that it was he who coached Sammy Cohen in his lines for that particular scene.

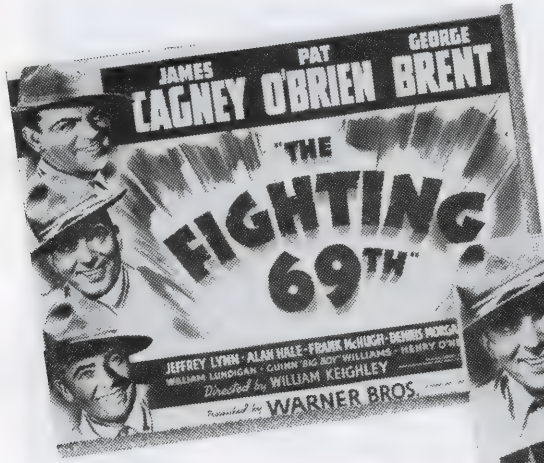
Grown Up Little Eva!

Frank McHugh who's in the army now with "The Fighting 69th" began his acting career as Topsy in "Uncle Tom's Cabin" and the sad little girl who pleads with drunken father-dear-father to come home in "Ten Nights in a Barroom." He was nine years old at the time.

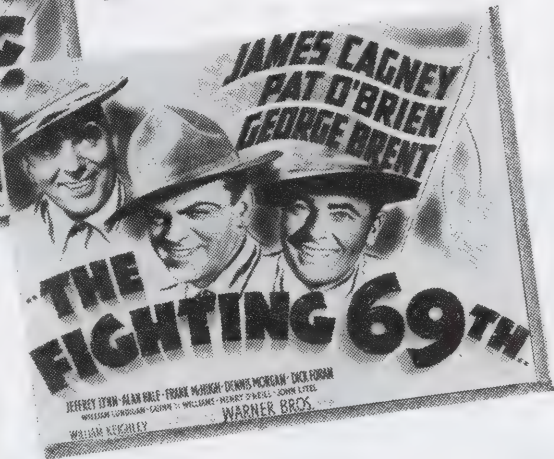
RENTAL ITEMS FOR YOUR LOBBY

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ACTION DISPLAY

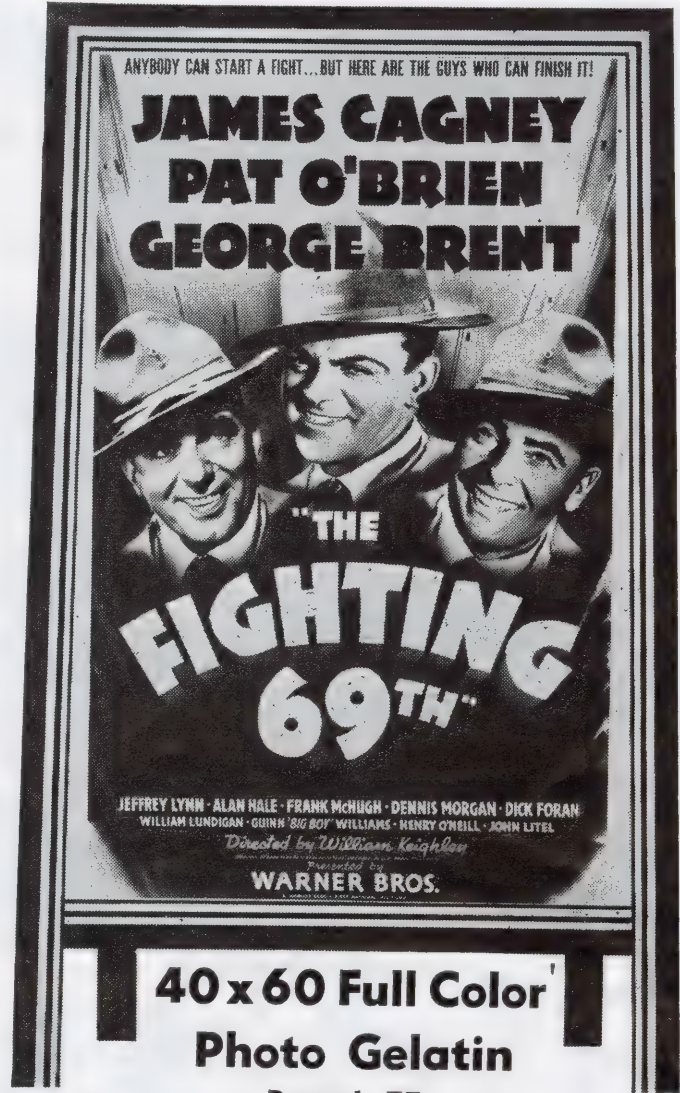
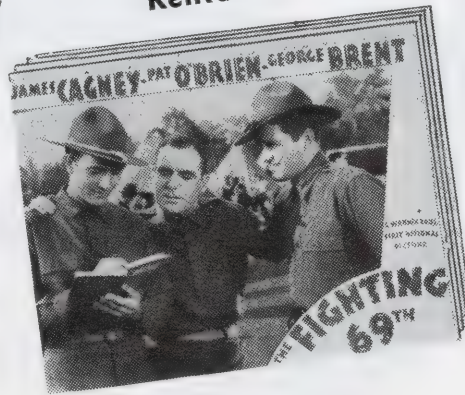


COLORED
22 x 28's
Rental: 20c each



INSERT CARD
Rental: 12c each

COLORED 11x14's
Set of 8
Rental: 35c



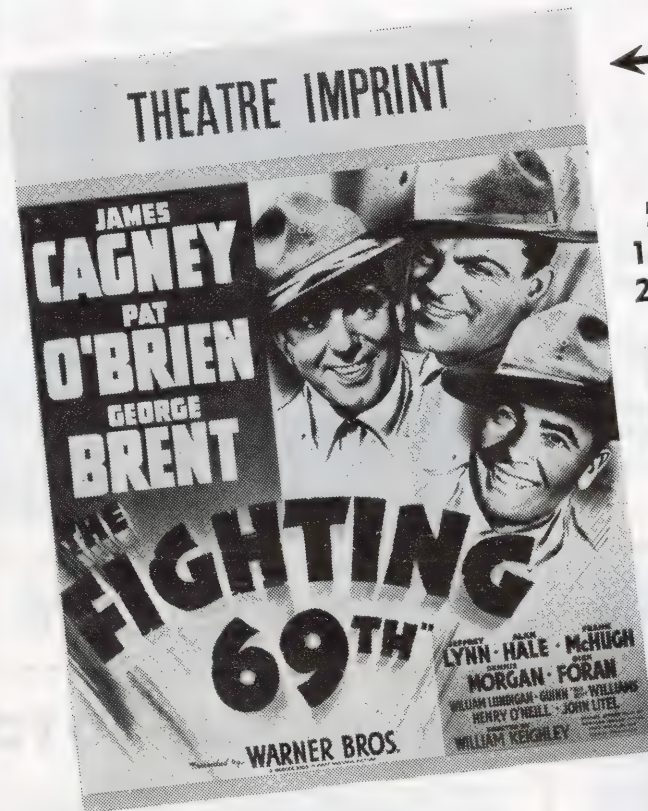
40 x 60 Full Color
Photo Gelatin
Rental: 75c

40 x 54 Satin
BANNERETTE

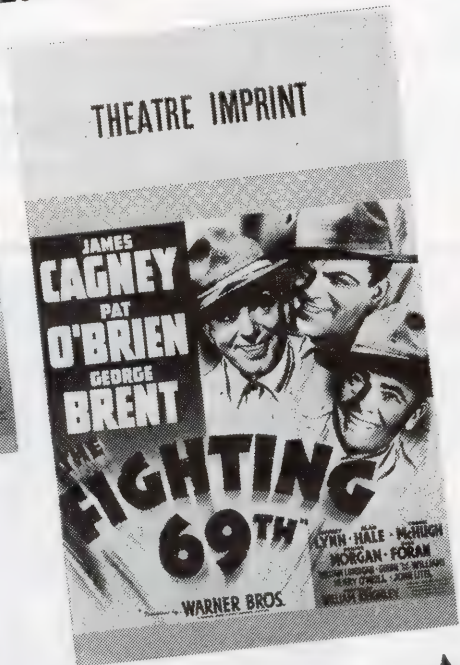


Price: \$1.75 or
Rental: \$1.00

3 WINDOW CARDS

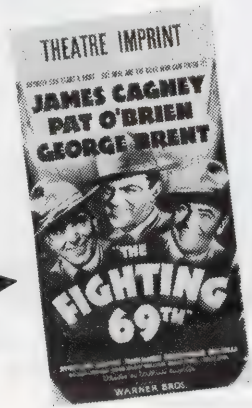


JUMBO
1 to 49.....10c each
50 to 99.....8 1/2c each
100 to 199.....7c each
200 and over.....6 1/2c each



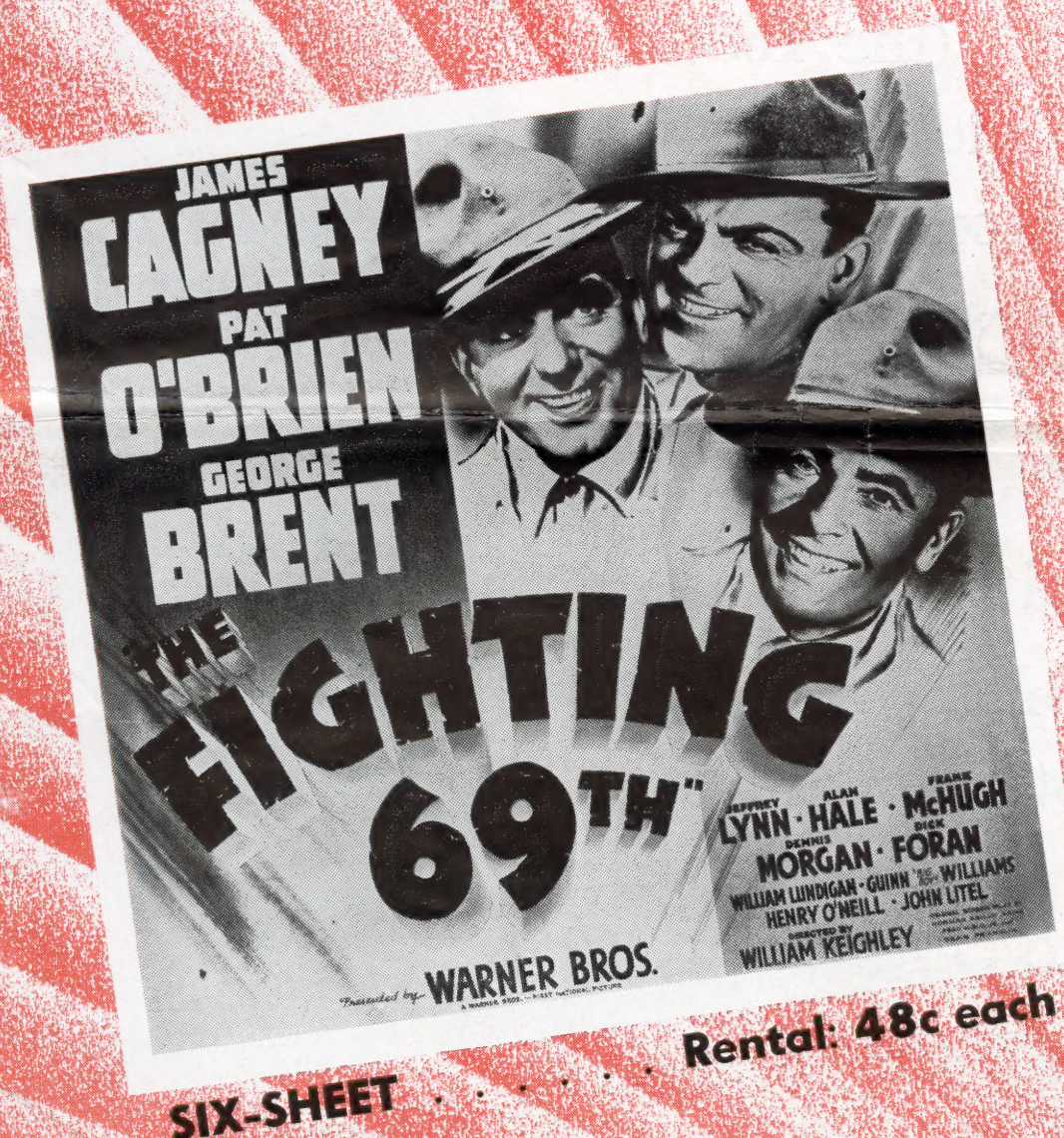
REGULAR
1 to 49.....7c each
50 to 99.....6c each
100 and over.....5 1/2c each

MIDGET
4c each





24-SHEET (See Quantity Prices on Opposite Page)



SIX-SHEET

Rental: 48c each



THREE SHEET

Rental: 24c each



ONE SHEET
 Rental: 8c each

Just the right
POSTERS
 you want to display all over town and around your theatre



To those millions of men who served and fought in the fighting forces of the United States in the last war ★★★★★ To the Rainbow Division which most nearly represented in its ranks all of our states and territories ★★★★★ To the 69th New York Regiment (the 165th Infantry, A. E. F.) which was the average, yet the epitome, of our national courage ★★★★★ To the memory of Father Francis Patrick Duffy, a beloved chaplain, and a truly great humanitarian ★★★★★

Warner Bros.
dedicates this motion picture



THE FIGHTING 69TH

WARNER BROS!
Greatest!

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